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MARKET STREET, 1965-1973

MARKET STREET DEVELOPMENT PROJECT

REF.
917.9461
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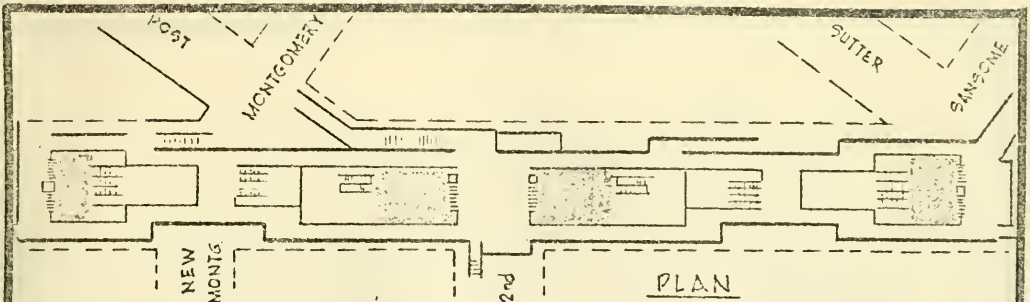
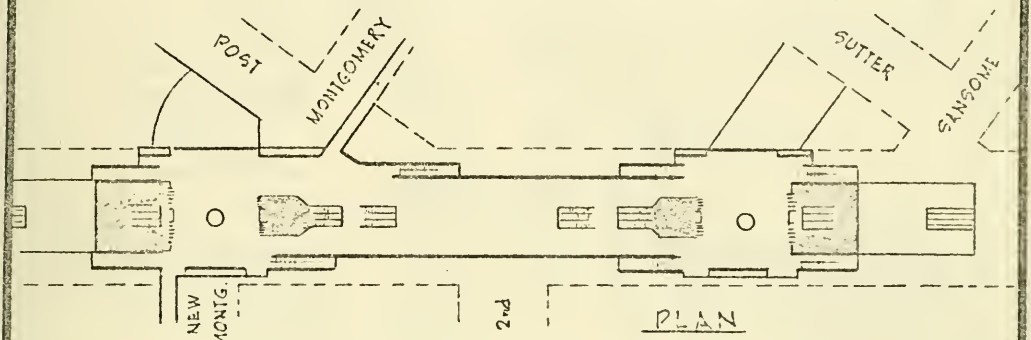
San Francisco Public Library



BARTD'S FIRST DEFINITIVE DESIGN

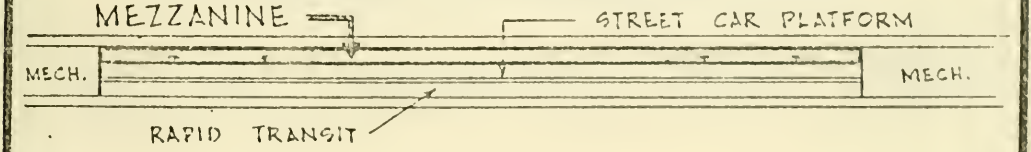


BARTD'S SECOND DEFINITIVE DESIGN

COMPARATIVE MEZZANINE LOCATIONS

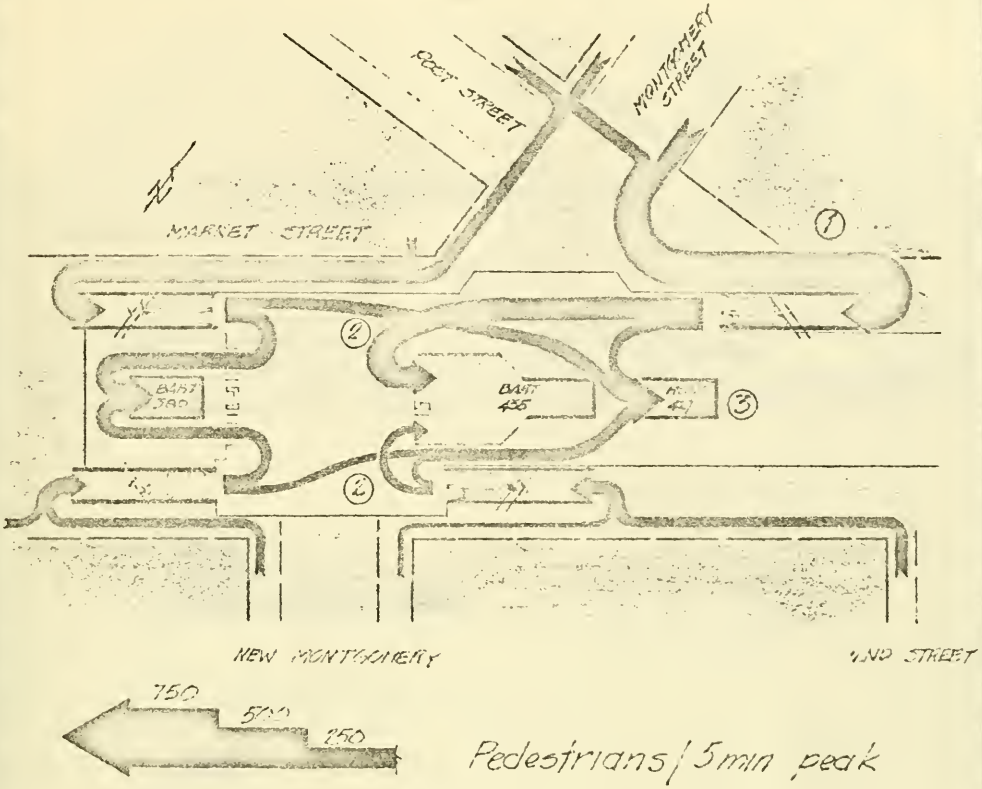
PROFILE

BARTD'S FIRST DEFINITIVE DESIGN



PROFILE

BARTD'S SECOND DEFINITIVE DESIGN



1. Pedestrians forced through narrowed walks
2. Conflicting patronage movements
3. Location of Municipal Railway access

Patronage Flow Analysis

West end - Montgomery Street Station

jvb.

Digitized by the Internet Archive
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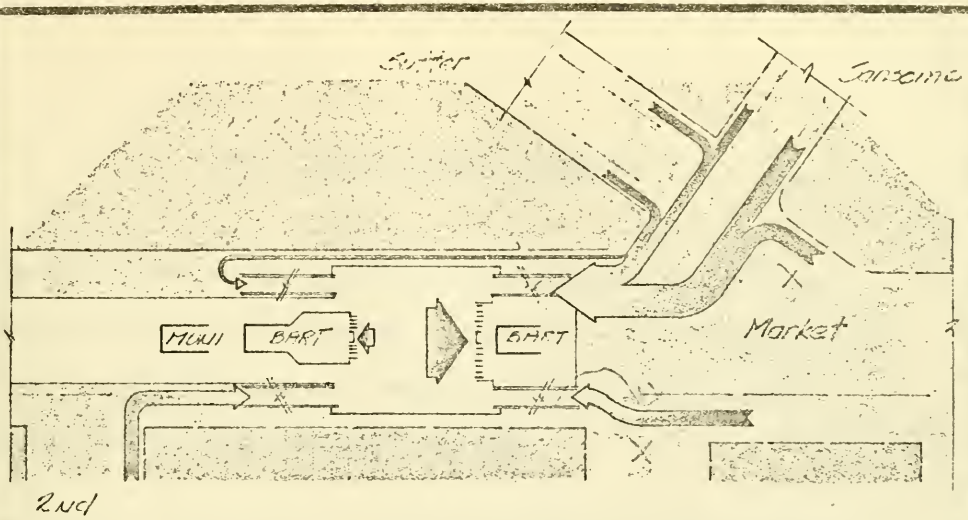
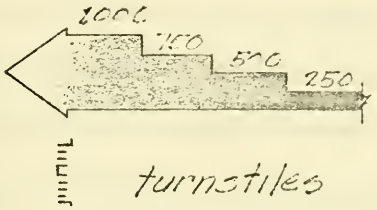
http://archive.org/details/marketstreetdev196573mark





Pedestrians
-5 min peak

Note:

...BARTD's most recent design...
... Lacks Recognition of Surface Circulation Patterns...

Comparative Mezzanine Locations

East side Montgomery Street Station Area

IV. CIVIC CENTER STATION

The Civic Center Station, generally located between 7th and 8th Streets, serves the City's Civic and Administrative Center and an expanding trade mart area. BARTD estimated an average weekday patronage of 45,000 people in 1975, and 95,000 by the year 2000.

According to these estimates, 37.1% will originate in the areas served by the east ends of the Station (7th Street), and 62.9% will originate in areas served by the west end at Grove, Hyde and 8th Streets. The greatest congregation of people, some 24% of total station patronage, is estimated to occur at the intersection at Grove and Hyde Streets.

However, the vast open area of the Civic Center Plaza and the proposed Fulton Street Mall will provide a pleasant convenient route to the Fulton Street entrance for patrons originating in the City, State and Federal buildings surrounding the Civic Center.

This will greatly influence the design of the entranceways at Grove-Hyde and Fulton Streets.

The City of San Francisco proposes to extend 7th Street from Market to McAllister Street to alleviate traffic circulation problems. This extension will permit traffic on the heavily travelled 7th Street to move directly across

Market Street, and by eliminating the many complex turning movements now required, induce increased traffic volume on 7th Street.

Some years ago, the City had considered the possibility of putting a vehicular tunnel under Market Street at 7th as a means of handling this heavy movement. Studies made by the Market Street Coordinating Committee indicated that a vehicular underpass at 7th and Market would have very restrictive geometrical design and would not accomodate many necessary traffic movements. It was therefore recommended that a subsurface vehicular underpass be ruled out. The 7th Street extension therefore, will be carried out at grade.

During the development of the first definitive station design, BARTD architects suggested that the mezzanine level of the station be moved westward to permit the future construction of a vehicular underpass at 7th Street. It was pointed out then that such a vehicular underpass was not feasible and should not influence the design of the Civic Center Station.

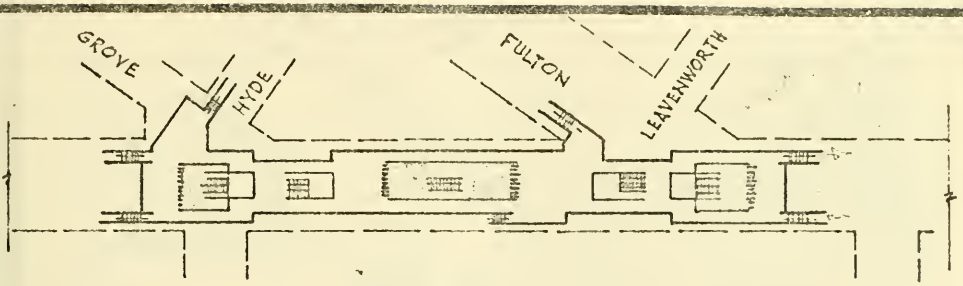
DEFINITIVE STATION DESIGN:

Two definitive designs for the Civic Center Station have been submitted by BARTD to the Board of Supervisors. They are both essentially the same in station location and placement of entranceways. The first definitive design submitted early in 1965, showed passageways connecting the east end of the public use area of the mezzanine to entranceways located to the east on

7th Street. The second definitive design eliminates these connections and the entranceways requiring patrons east of 7th Street to cross on the surface, thereby increasing conflicts between pedestrian and vehicular movement. It has been further noted that the property located between 6th and 7th Street is now in a state of underdevelopment, but that redevelopment can be anticipated, resulting in a large increase in transit patronage. Conversely, if the entranceway is not provided, it may seriously impede redevelopment of this particular area with detrimental effects to the BARTD system and the City of San Francisco.

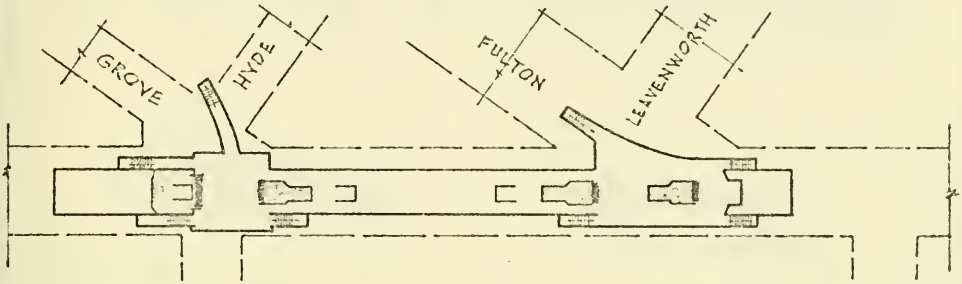
On June 22, 1965, the Market Street Executive Committee recommended the following:

> "The Market Street Executive Committee recommends that the Civic Center Station mezzanine extend from west of 8th Street to east of 7th Street and that this recommendation be transmitted to the Market Street Advisory Board for its action."



PLAN

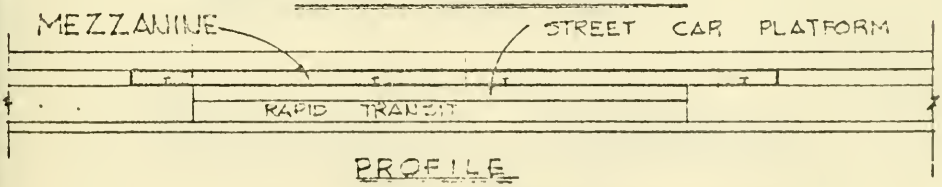
BARTD'S FIRST DEFINITIVE DESIGN



PLAN

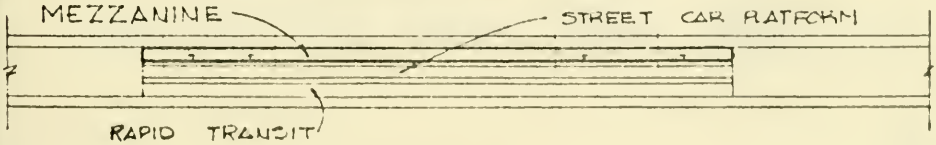
BARTD'S SECOND DEFINITIVE DESIGN

COMPARATIVE MEZZANINE LOCATIONS



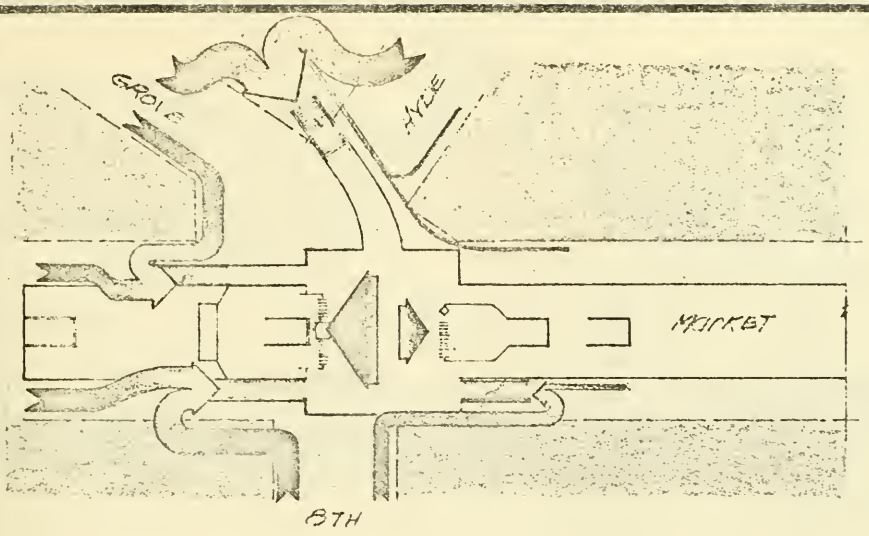
PROFILE

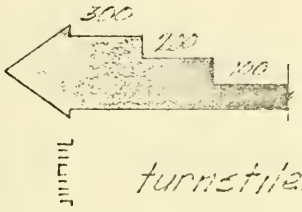
BARTD'S FIRST DEFINITIVE DESIGN



PROFILE

BARTD'S SECOND DEFINITIVE DESIGN





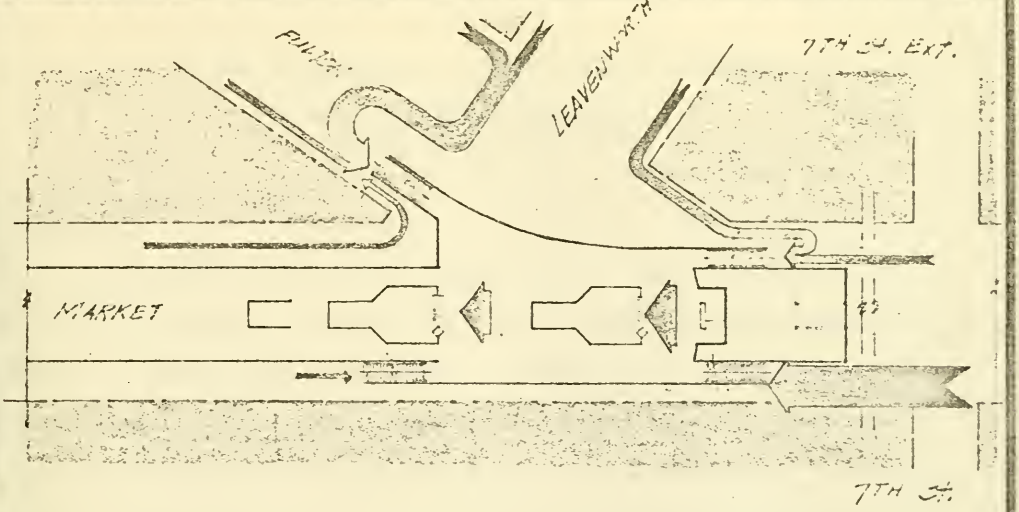
Pedestrians
5 min peak

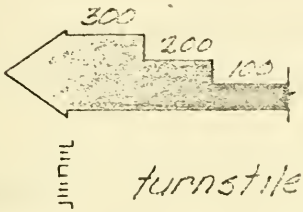
Note:

... Some patronage concentrations could be transferred to the proposed Fulton Mall...

Comparative Mezzanine Locations

West end Civic Center Station Area





Pedestrians
5 min peak

turnstiles

Note:

...BARTD's most recent design...
...eliminates entrances east of 7TH
increasing pedestrians conflicts...

Comparative Mezzanine Locations

East end Civic Center Station Area

-1.5-

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

POLICY ON SPECIAL ENTRANCES FOR UNDERGROUND STATIONS

Introduction

The budget for construction of the transit system provides for Required Entrances to underground stations which will normally be "sidewalk type entrances." Where the width of street or sidewalk prevents these normal sidewalk entrances being used, some other arrangement off the sidewalk will be needed for providing the required number of station entrances. In addition to this, Special Entrances will be planned and constructed, if financing can be arranged by public or private agencies which will benefit from something more than a normal sidewalk type entrance.

1. Definitions

Different terms used for describing the many types of underground station entrances are described here:

a) Required Entrances

These entrances are necessary for operation of the station. The number is determined by requirements of patronage and distribution and circulation of passengers. The type is to be determined by traffic patterns and street requirements. The type to be used are:

(1) Sidewalk Entrance - on public property.

(2) Off-Street Entrance - on District property.

b) Special Entrances

(1) Public Special Entrances

This includes plaza, mall or arcade type entrances which have been located on public property. These entrances are more spacious than

a Required Entrance, and will result in an improved public facility. The present owner of the property must be willing to give the Transit District an easement and air rights for the first two floors. Adjacent property owners will be encouraged to build store fronts to tie in with the type of Public Special Entrance proposed. If such an entrance proposal coincides substantially with the location of a Required Entrance, the Required Entrance will be incorporated into it, and due credit given.

(2) Private Special Entrances

These are any entrances in addition to Required Entrances which are on private property for the convenience of the property owner. They may be store-front, arcade type, or entrances from basements at mezzanine level.

2. Responsibility for Design and Construction

Public Special Entrances may be designed and constructed as part of station contract. Design and cost estimating for Public Special Entrances will normally be handled as part of the station design, with some cost-sharing agreement for both design and construction being arranged in advance between the Transit District and the public agency and/or private property owner involved, if the entrance incorporates a Required Entrance. In the case of a Public Special Entrance which incorporates a Required Entrance, the design and construction of the subway stairs, escalators, and entrance should be completed as part of the subway construction in order that these be operable on completion of the station. The completion of the entire Special Entrance may occur later.

Private Special Entrances may be designed by the private property owner's own architect, subject to the Transit District's review and control of the design for conformance to Transit System criteria. Cost estimates will also be prepared by the private property owner's architect or engineer. Construction may be handled by the station contractor as part of the Transit District's construction, and the entrance costs separated and billed to the property owner later, or property owners may contract for this construction, which could be accomplished after the System has opened for operation, subject to the Transit District's approval of plans and specifications.

3. Operation of Entrances

Each underground station will have one principal entrance which will be kept open during all hours of System operation. Other entrances will be capable of being closed during late night hours.

Private Special Entrances may be operated only during regular store hours. As an example, if the Emporium had a Special Entrance on the mezzanine at Powell Street Station, this would be open only during the hours that the store is open. Public Special Entrances, or Private Special Entrances which are in arcades, can be kept open whenever patronage requires.

4. Design Criteria for Special Entrances

These criteria apply to both public and private special entrances:

(1) The entrance design must provide sufficient space for operating requirements of the System, and be an improvement to the community.

(2) Entrance design shall conform to the Transit District's fire and emergency requirements.

(3) Construction shall conform to the requirements for Type I,Fire-Resistant, construction, as defined in the Uniform Building Code.

(4) The property owner will provide all facilities within his building, including drainage and water proofing, subject to approval by the Transit District.

a) Public Special Entrances

(1) Design shall conform to Transit District Criteria when a Required Entrance is incorporated into the Public Special Entrance. (This is in addition to Type I Construction, as defined in the Uniform Building Code.)

(2) Typical studies of Public Special Entrances are attached:

(a) Mall

(b) Plaza

(c) Corner Plaza

b) Private Special Entrances

(1) The entire opening in the subway station wall shall be equipped with a 3-hour fire door. This door shall have a fusible link on both sides, and be operable from either side. A door key shall be provided to the station attendant.

(2) Display windows or show cases of special design will be permitted within the entrance-way or vestibule. All other show cases, which the entrance owner may lease within the station, shall be built into the mezzanine to be approximately flush with the station walls. These shall conform to station design and details.

(3) Decorative Grill - A decorative security grill will be provided on the station side of the entrance.

(4) Signs for Private Special Entrances shall be limited to a single sign over the entrance which is built in. Such signs shall conform to Transit District's graphic standards. Suspended directional signs within the station will be furnished by the Transit District where required.

(5) Typical studies of Private Special Entrances are attached:

(a) Corner Arcade

(b) Mezzanine

5. Procedures for Special Entrances Development

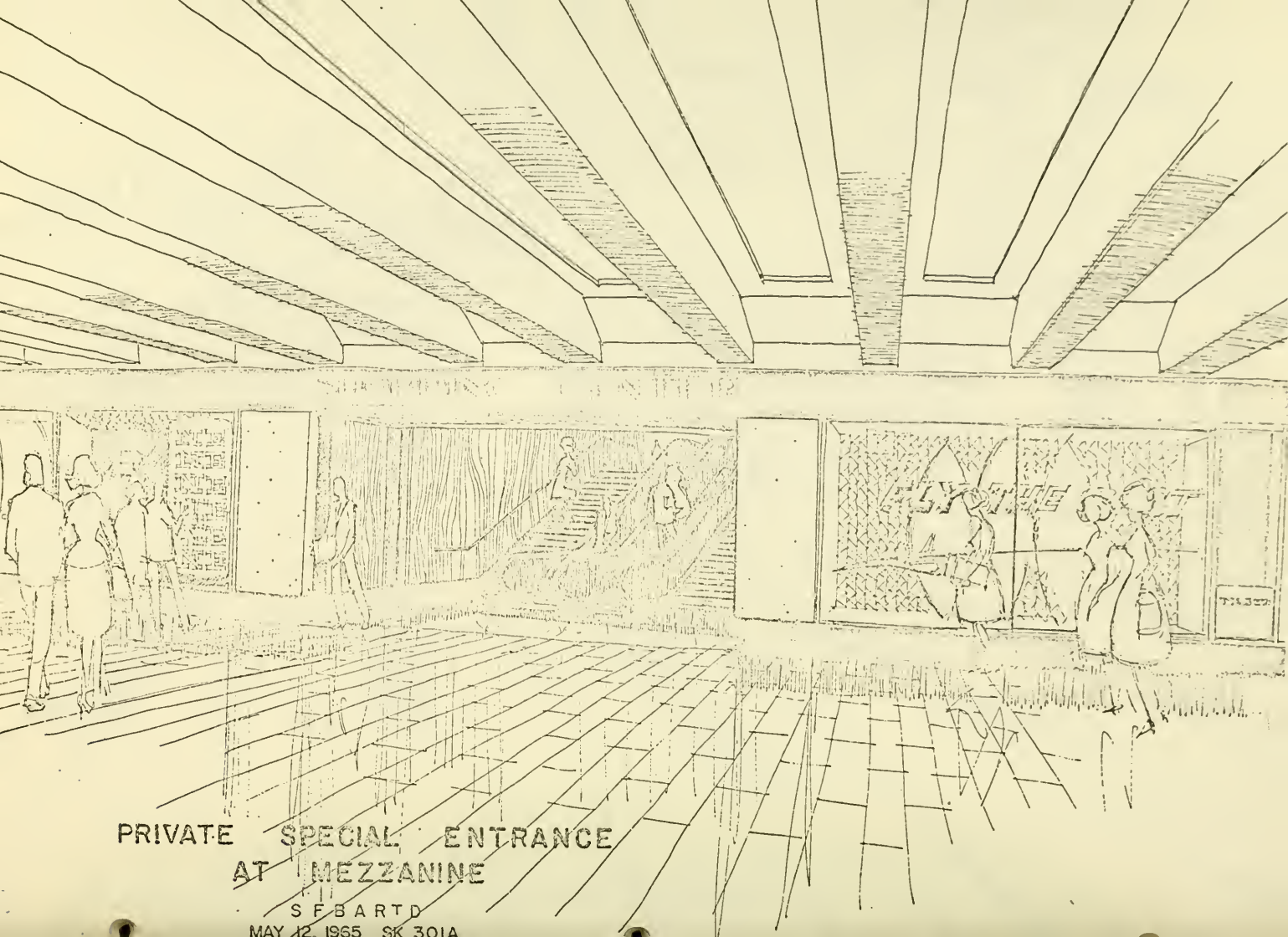
a) Public Special Entrances

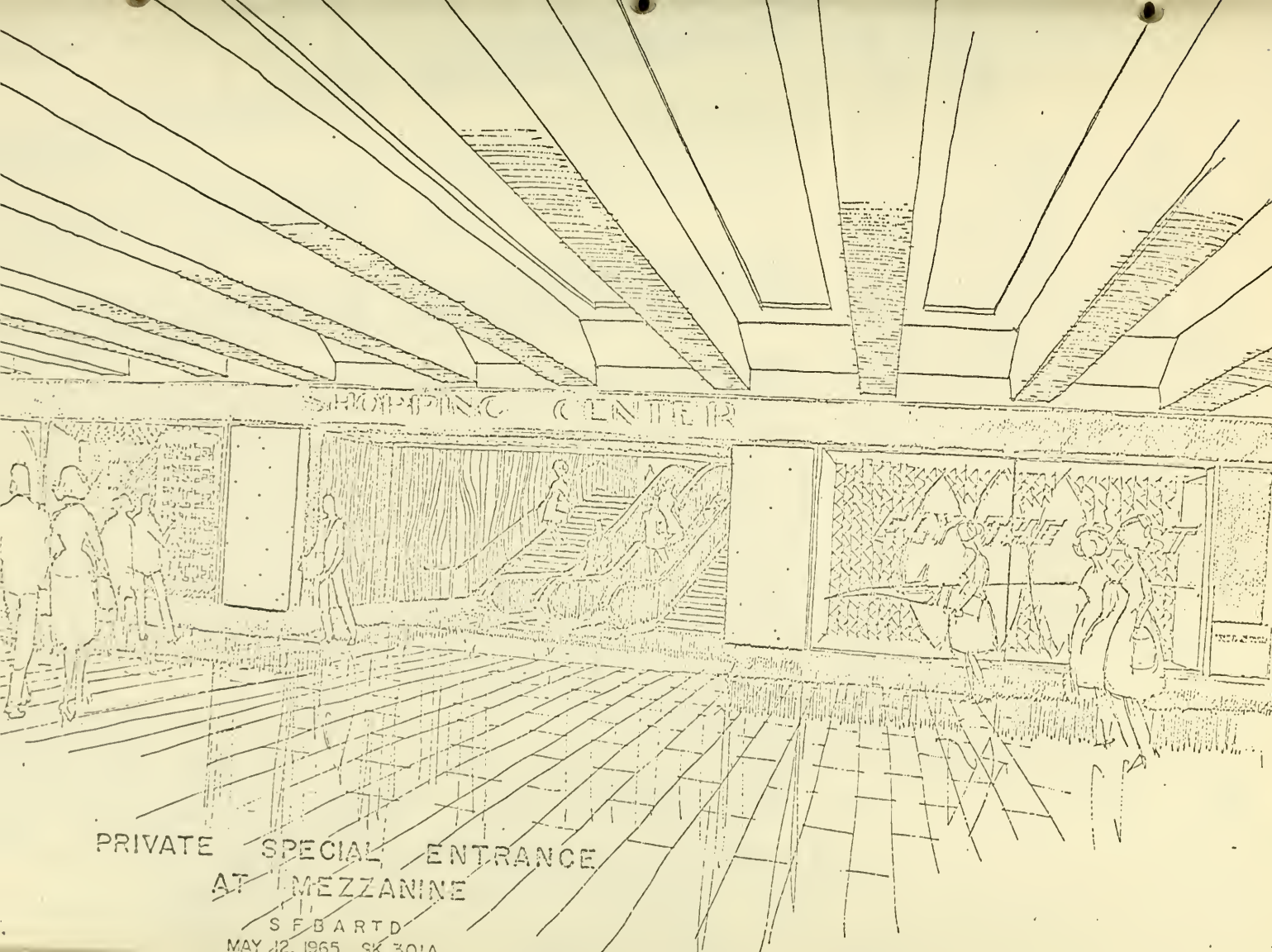
Studies, definitive plans and cost studies of Public Special Entrances will be prepared by either the Transit District's Consulting Architect, the Project Architect involved, or the City's Architect, as a basis for the Transit District agreement. Following this, detailed Exhibits drawing will be prepared by the City's Architect. Contract plans for the Transit District portion of the Special Entrance construction will be prepared as part of the underground station contract documents. Cost sharing of design, estimating, construction, operating and maintenance of such a Public Special Entrance will all be included in an agreement between the Transit District and the parties involved. This Agreement must be executed before contract plans for subway stations are 85% complete. If the Agreements are not completed by this stage of the design development, contract plans for the station construction will be completed on the basis of a Required Entrance. In this event, a separate plan for the Special Entrance will be handled as a separate project

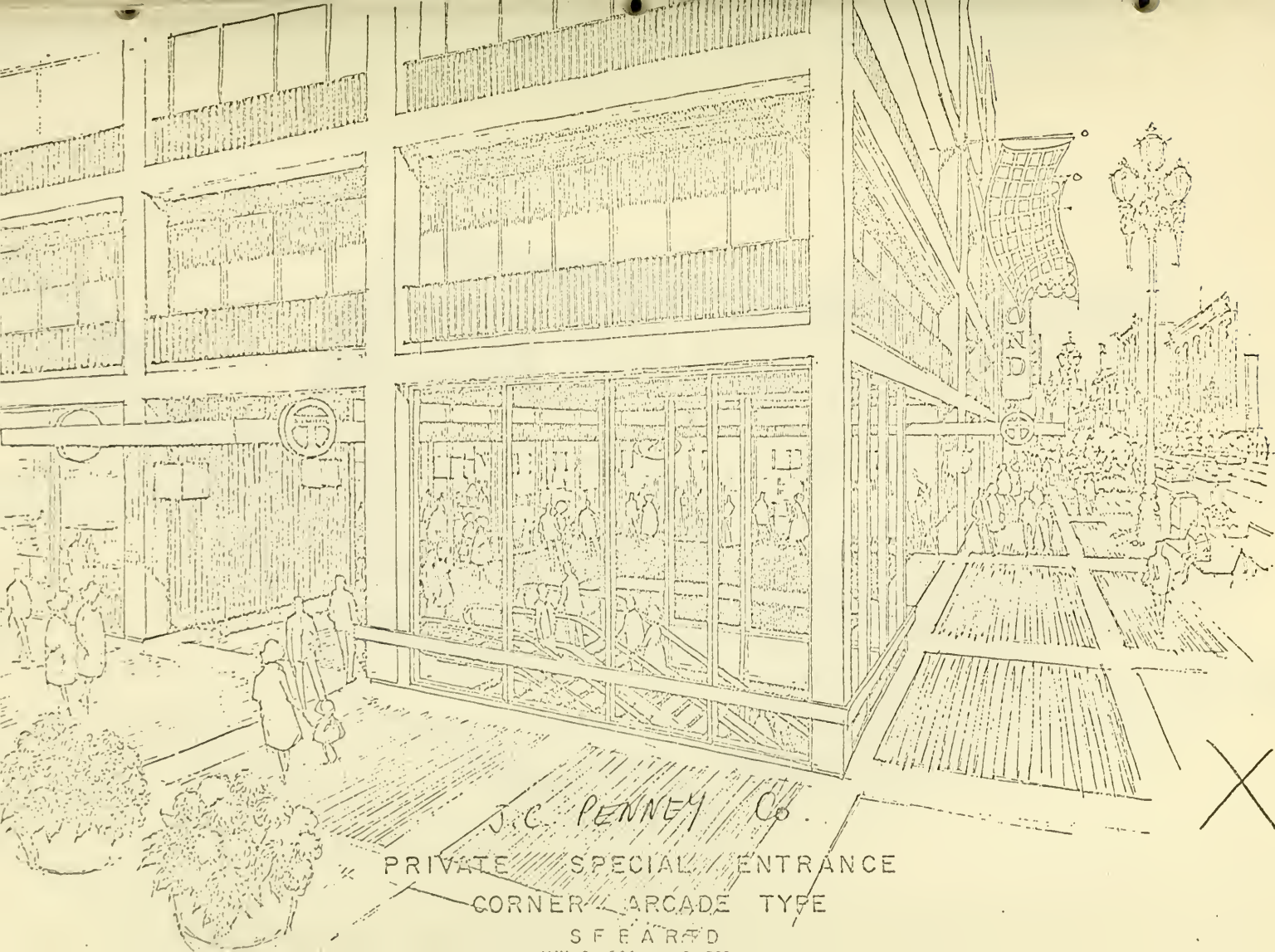
b) Private Special Entrances

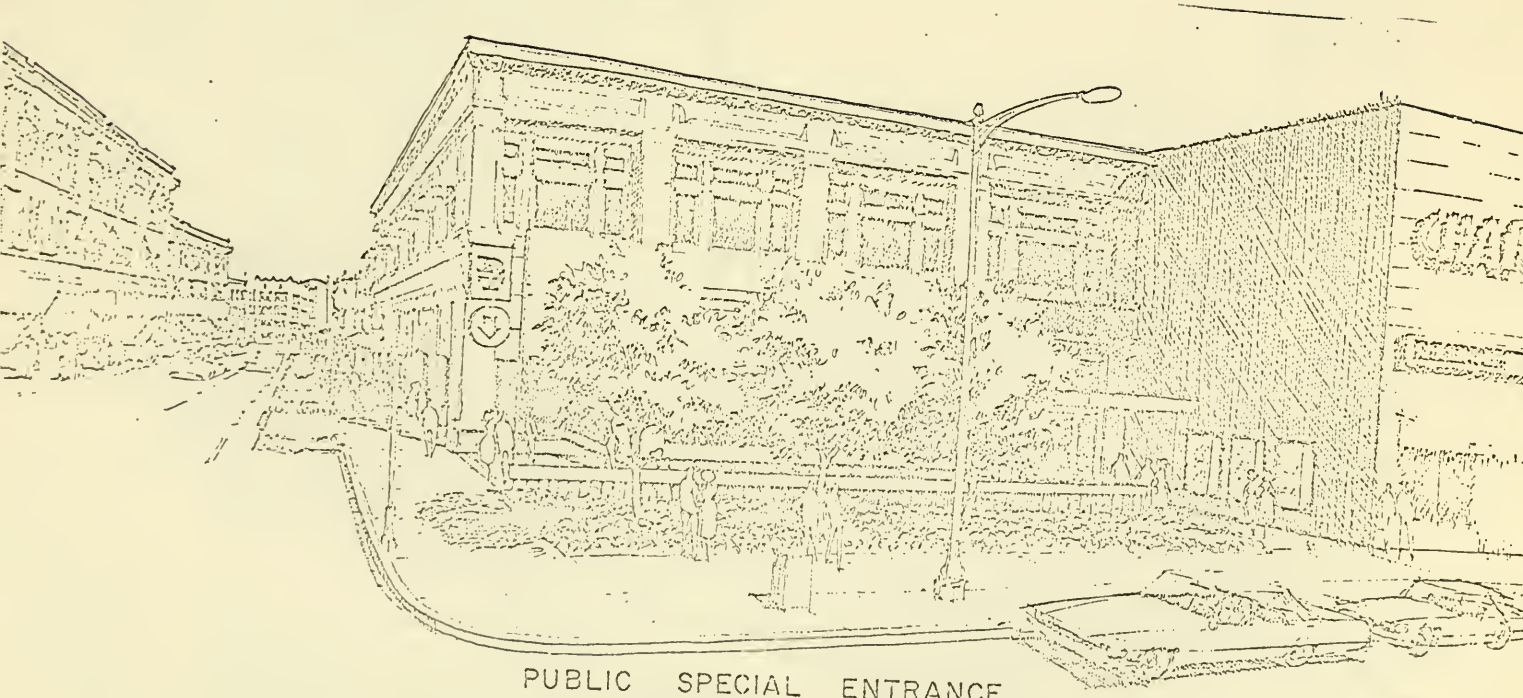
Applications must be made to the Transit District for approval of special entrances, which will be located on private property. Studies, definitive plans and cost studies of Private Special Entrances will be prepared by either the Transit District's Consulting Architect, the Project Architect involved, or the City's Architect, as a basis for the Transit District agreement. Following this, detailed Exhibits drawing will be prepared by the property owner's Architect. Contract plans for the Transit District portion of the Special Entrance construction will be prepared as part of the underground station contract documents. Cost sharing of design, estimating, construction, operating, and maintenance of such a Private Special Entrance will all be included in an agreement between the Transit District and the parties involved. This Agreement must be executed before contract plans for subway stations are 85% complete. If the Agreements are not completed by this stage of the design development, contract plans for the station construction will be completed on the basis of a Required Entrance. In this event, a separate plan for the Special Entrance will be handled as a separate project.

HMM
4/6/65


PRIVATE SPECIAL ENTRANCE
AT MEZZANINE
S F B A R T D
MAY 12, 1965 SK 301A

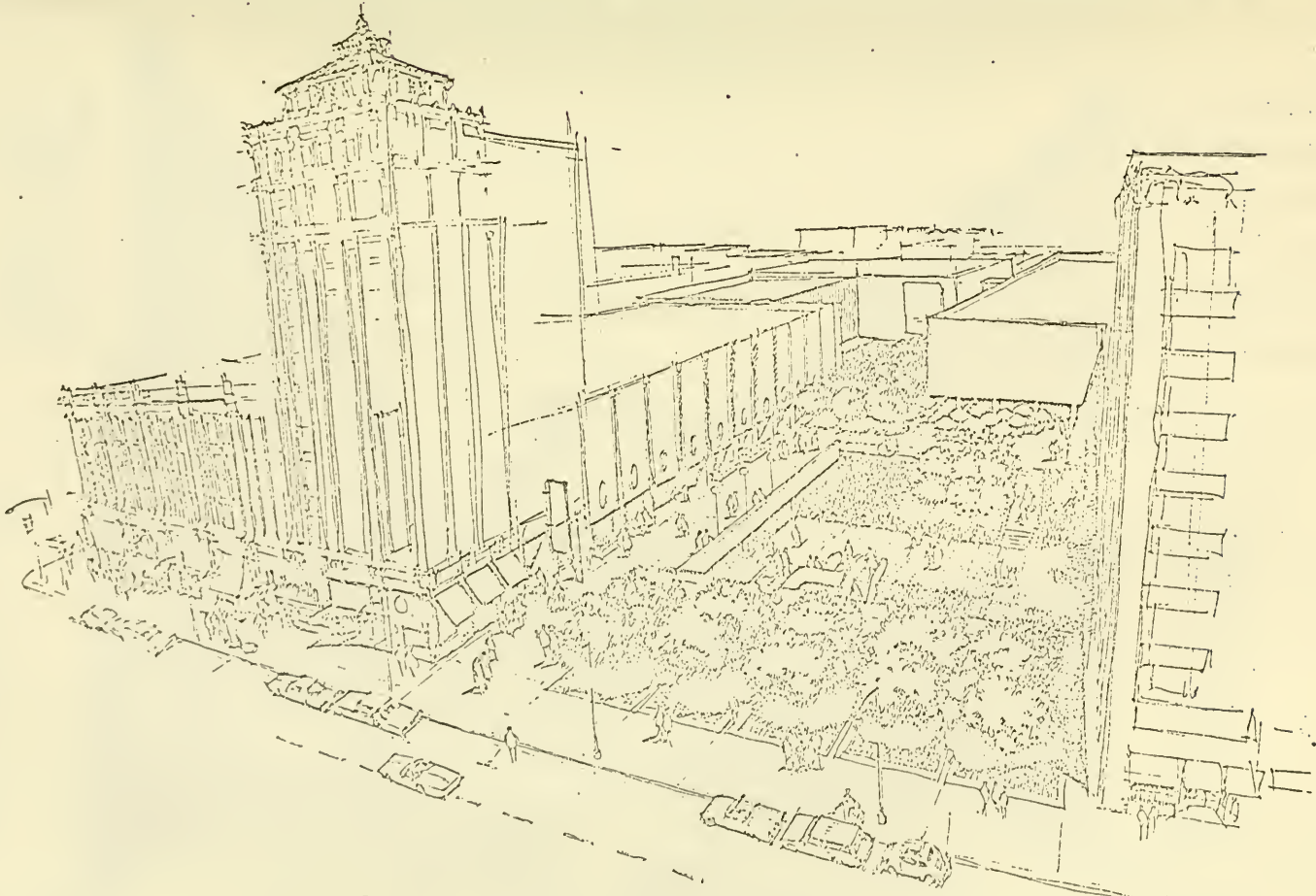

SHOPPING CENTER
PRIVATE SPECIAL ENTRANCE
AT MEZZANINE
S F B A R T D
MAY 12, 1965 SK 30A


J.C. PENNEY Co.
PRIVATE SPECIAL ENTRANCE
CORNER ARCADE TYPE
SEARED



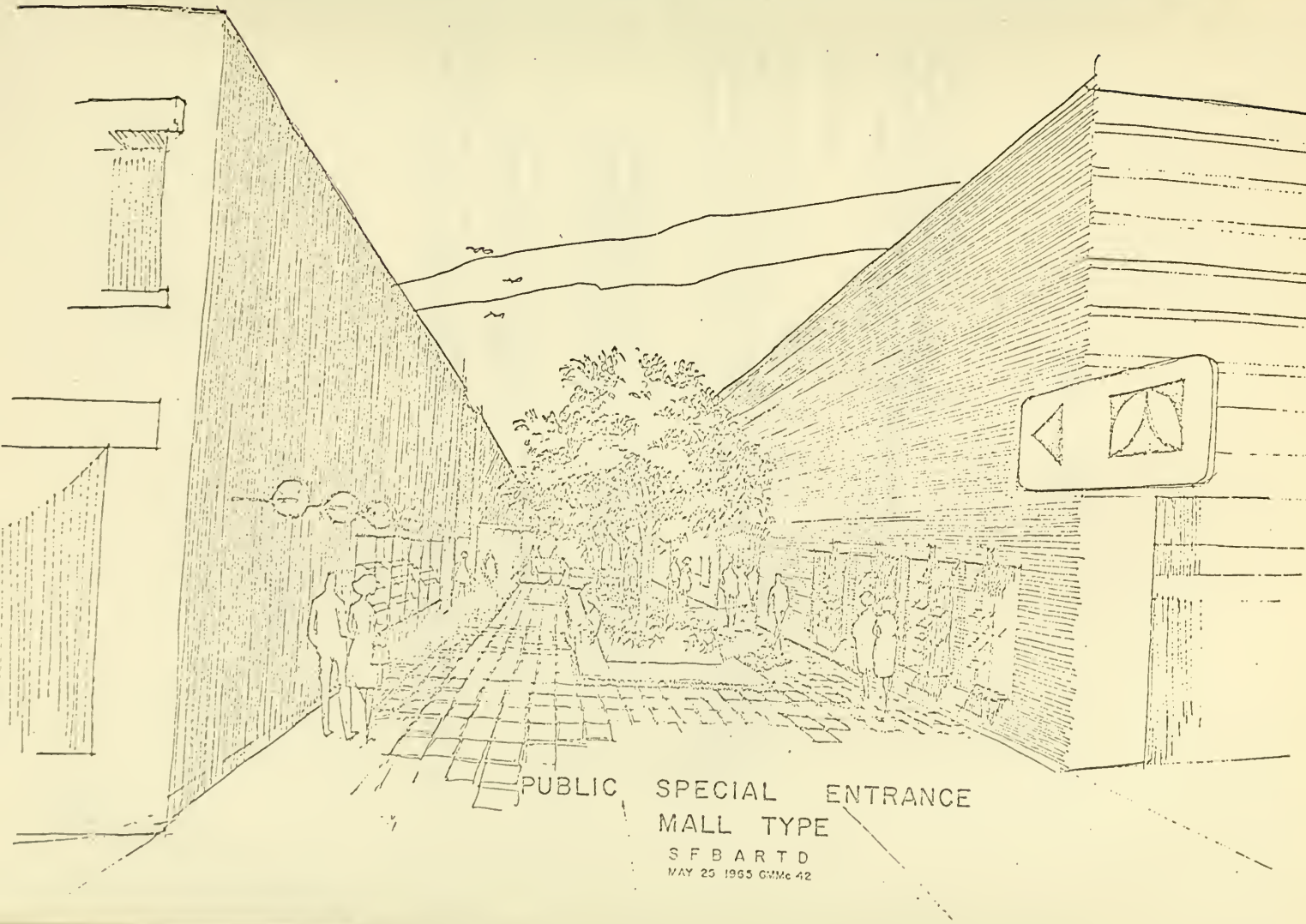
PUBLIC SPECIAL ENTRANCE
CORNER PLAZA TYPE

S F E A R T D
MAY 25 1965 GM Me 41



PUBLIC SPECIAL ENTRANCE
PLAZA TYPE

S F B A R T D
MAY 25 1965 GVMc 40


PUBLIC SPECIAL ENTRANCE
MALL TYPE
S F B A R T D
MAY 25 1965 GMMc 42

February, 1966

Office of Transportation
Housing and Home Finance Agency
Department of Housing and Urban Development
Washington, D. C. 20410

Gentlemen:

The City and County of San Francisco applies for a capital grant of $30,755,411 and a relocation grant of $121,600 under the Urban Mass Transportation Act of 1964 to assist in financing a municipal capital improvement project generally described as:

A. Construction of mezzanine and plaza facilities at the Powell Street and Civic Center subway stations, and the construction of mezzanine facilities at the Montgomery Street station; and

B. Construction of a subway station on Market Street at Davis Street. (Rejected)

The applicant represents that the data submitted to the Housing and Home Finance Agency in support of this application is true and correct.

Very truly yours,

JOHN F. SHELLEY
Mayor

revenues produced by each station.

Private financing will also be utilized in the construction of direct entrances to subway mezzanines from adjoining properties, under individual agreements between property owners and BARTD. Expenses directly attributable to special construction to accommodate such special entrances will be assessed against the abutting property owners under such agreements. (See copies of BARTD's policies and procedures on special entrances in Appendix).

Provision for special local transit assessment districts was not included in the state act creating BARTD and authorizing its powers and activities, the general county-wide ad valorem taxing power having been considered to be simpler and more equitable to administer. Since properties tend to increase in value due to proximity to transit facilities, property-owners would automatically pay more in special ad valorem taxes financing BARTD construction. Thus, no special assessment district machinery is available to BARTD under its enabling act for financing transit facilities.

4. Public Financing:

Funds are currently not available from BARTD to finance this project as herein proposed. As set forth in Exhibit C above, available BARTD funds can finance only limited station facilities in the Market Street area. BARTD's power to levy taxes to finance rapid transit capital improvements is limited by the State Public Utilities Code through provision limiting the amount of outstanding BARTD general obligation bonds to fifteen per

cent of the assessed valuation of the property in the (three) counties comprising the District. Present expenditure schedules for construction contemplate expenses to be incurred equal to the full limit of statutory bonded indebtedness. Cushions of contingency funds and funds to allow for cost escalations will provide little or no auxiliary source for financing this proposed project. Recent excessively high tunneling bids indicate these cushions will be fully needed for scheduled construction costs.

The City and County of San Francisco is limited by its charter to a 12 per cent bonding capacity for outstanding general obligation bonds. If bonds were issued by the City to cover the costs of this project, this would reduce the availability of an equal amount of new bond funds to finance Muni capital improvements necessitated by the initiation of street car operation in the subway and the modernization of Muni plant and rolling stock to serve an efficient modern, coordinated transportation network in conjunction with BARTD and the A/C Transit District.

Current estimates indicate a $30,000,000 general obligation bond issue will be needed for these Muni improvements, supplemented by the expenditure of $24,000,000 in ad valorem tax funds and monies from other sources.

Future Muni bond fund needs will be in competition with a variety of other major voter-approved Municipal bond issues for bonding capacity and available annual tax funds for bond interest and redemption.

Thus, a realistic appraisal of the City's future bonding needs and capacities does not favor the financing of the contemplated project through the issuance of general obligation bonds.

Use of ad valorem tax funds (or other tax sources in the City's general fund) cannot be seriously considered because of the magnitude of sums needed for the proposed project.

The Alameda-Contra Costa Transit District will not be a participant in the project nor will its vehicles utilize the completed station facilities.

E:

NET PROJECT COST AND GRANT FUNDS

mated gross project cost (Exhibit A)		$60,271,036
educt revenue financing (Exhibit D)		0
Estimated Net Project Cost		$60,271,036
Relocation costs		121,600
Proposed local contribution		29,515,625
(1) BARTD: Total 75 mile system to be funded by $792,000,000 general obligation bond issue approved by District electorate in 1962.		
(a) Cost estimates for construction of mezzanines:		
Montgomery Street	$5,875,000	
Powell Street	5,875,000	
Civic Center	4,406,250	
Sub-total	$16,156,250	
(b) Cost estimate for construction of Davis Street station:	10,134,375	
Total BARTD	$26,290,625	
(2) City		
(a) Funds available for Fifth Street extension and Powell Street plaza	2,665,000	
(b) Funds available for Seventh Street extension	560,000	
Total City	$3,225,000	
Federal capital grant requested		$30,755,411
Federal relocation grant requested (100%)		121,600

event that it is determined by HHFA that the planning requirements under
on 4a of the Urban Mass Transportation Act of 1964 are not fully met, it is
rstood that the Federal grant cannot exceed one-half of net project cost. It
understood, however, than an additional grant may be made, not to exceed
ne-sixth of net project cost, to bring the Federal grant up to the amount re-
quested provided that the planning requirements specified in Section 4a are
fully met within a three-year period after the execution of the grant agreement.
The financing in such case would be:

Federal grant (1/2 of net project cost)		$30,135,518
Local contribution (1/2 of net project cost), as follows:		
(a) An amount equal to the local contributions specified above	$29,515,625	
(b) An additional amount to bring the local contribution up to 50%	619,893	30,135,518
Total (equals net project cost)		60,271,036
Federal relocation grant (100%)		121,600

Should the absence of State legislation prevent immediate Federal approval of
that part of the project involving the Davis Street station then project financing
would be as follows:

Estimated gross project cost, including Davis Street station	$60,271,036
Deduct estimated cost of Davis Street station	20,709,375
Estimated gross project cost (revised)	$39,561,661
Deduct revenue financing (Exhibit D)	0
Estimated net project cost	$39,561,661
Relocation costs	121,600

sed local contribution		$ 19,381,250
BARTD		
Present funding for construction of mezzanines:		
Montgomery Street	$ 5,875,000	
Powell Street	5,875,000	
Civic Center	4,406,250	
Total BARTD	$ 16,156,250	
(2) City		
(a) Funds available for Fifth Street extension and Powell Street plaza	2,665,000	
(b) Funds available for Seventh Street extension	560,000	
Total City	$ 3,225,000	
Federal capital grant requested		20,180,411
Federal relocation grant requested (100%)		121,600

In the event that it is determined by HHFA that the planning requirements under Section 4a are not fully met, the financing of the project (without the Davis Street station) would be:

Federal grant (1/2 of net project cost)		19,780,830
Local contribution (1/2 of net project cost), as follows:		
(a) An amount equal to the local contributions specified above	$ 19,381,250	
(b) An additional amount to bring the local contribution up to 50%	399,581	19,780,831
Total (equals net project cost)		$ 39,561,661
Federal relocation grant (100%)		121,600

, contribution to the project will be from sources other than Federal funds
it revenues. Funds are currently available in the general fund of the City
unty of San Francisco and from BARTD construction funds under the terms of
oint powers agreement.

is understood that any additional amount contributed from local sources to bring
ne local contribution up to 50 per cent may be returned to the general funds of the City when and if an additional grant of this amount is made by HHFA pursuant to Section 5 of the Act.

It is further understood that no refund or reduction of the local contribution (exclusive of the additional contribution referred to above) shall be made at any time unless there is at the same time a refund of a proportional amount of the Federal Grant.

BAY AREA RAPID TRANSIT DISTRICT

814 MISSION STREET, SAN FRANCISCO, CALIFORNIA 94103 YUKON 6-1818

August 16, 1965

EN J. FALK
RESIDENT
LL B. CASE
V PRESIDENT
. STOKES
AL MANAGER
RECTORS
DA COUNTY
C. ANDERSON
F. CHIALVO
M. SILLIMAN
VOOD SWAN
RA COSTA
UNTY
LL B. CASE
CUMMINGS
MORRISON, JR.
RANCISCO
UNTY
E. CHARLES
N J. FALK
LAPHAM, JR.
M. REEDY

Board of Supervisors
City and County of San Francisco
City Hall
San Francisco, California 94102

Gentlemen:

By your Resolution No. 453-65, adopted on July 19, 1965, you expressed your desires that this District and the Market Street Design Executive Committee study an extension of our Powell Street Station mezzanine to connect with the proposed site of the Yerba Buena Project of the San Francisco Redevelopment Agency.

By your Resolution No. 474-65, adopted on July 26, 1965, you urged that this District and the Market Street Design Executive Committee review and re-evaluate plans for our Civic Center and Montgomery Street Stations with a review to extending the mezzanines to the east side of Seventh Street and Sansome Street respectively.

By these two resolutions you requested that this District report on these matters on or before August 16, 1965, and August 23, 1965, respectively. By this letter we are complying with your requests.

General - Rapid transit subway stations on our system are being designed to accommodate ten-car trains, or a train about 700 feet long. Station platforms, where patrons board the trains, are therefore 700 feet long, and it is this dimension which sets the basic length of a station. The subway stations underlying our Composite Report on May 1962 were 700 feet long, were sideplatform stations, and were designed for an all cut-and-cover subway.

As this project entered the detailed design phase, additional field surveys and soils borings were obtained as a part of a determination of the feasibility of tunneling the Market Street subway, and studies of tunneling developed that this method of construction is feasible along Market Street. Tunneling of Market Street had always seemed desirable to this District principally to reduce the extent of temporary disruption and inconvenience caused to surface traffic flow and subsurface utility facilities. With tunneling of the subway adopted, the areas where the street surface would be disrupted became limited generally to the station sites, where only cut-and-cover construction methods offer practical means of building acceptable stations.

Once tunneling was adopted as the subway line construction method, advantages in addition to lessened disruption became evident. The station configuration is influenced by the choice of line construction method. With tenneling, the stations have center platforms serving a pair of tracks at each level, rather than side platforms where one per track is required. The advantages which we see to center-platform stations, as opposed to side-platform stations, are principally the aesthetic aspects of a wider platform, in the economy aspects of using reversible escalators operating in the peak direction, and in the mezzanine layout which can have a free perimeter permitting adjacent buildings to connect with the station.

The Market Street rapid transit stations, like all of our subway stations, are highly finished underground buildings with an extensive complex of service systems. In our preliminary designs it was not warranted to identify and detail all of these utility and service systems and to lay out the spaces required for these within the stations. But as detailed design progressed, the allocation of space for mechanical and electrical equipment rooms was necessary and possible. Within the cut-and-cover stations structures non-public spaces are required for intake and exhaust ventilating equipment, propulsion power substation equipment, train control and fare collection electronic equipment, electrical switchgear and motor control centers, escalator machinery and access, maintenance facilities, and storage. Additional enclosures are required for concessions, toilets, and service elevators. We have found it impractical to contain all of these facilities within spaces limited to a basic 700-foot long station. We find we must extend the cut-and-cover station structure both in length and in width to contain these facilities and to meet the primary requirement of adequate circulation space for patrons of the rapid transit system and the Municipal Railway as they move from the street surface, through fare collection devices, to their transit vehicle.

Extension of the basic station structures beyond the 700-foot length funded in 1962 is accepted as necessary, however, the relative economies of station construction and line tunneling require that expansions of the cut-and-cover structure be kept to a minimum consistent with providing the regional traveler with station facilities adequate to serve trips of a regional nature to downtown San Francisco.

Since formulation of the plan of the Market Street subway which underlies the Composite Report of May 1962, this District was asked by the City and County to relocate all three major Market Street stations. In 1963, at the request of the Transportation Technical Committee of the Mayor's Transportation Council, the three stations were moved eastward varying distances up to 500 feet. Since that time we have maintained these station sites and have received no indication that the desires and policy of the City and County were otherwise.

The status of development of the Market Street stations is by no means one of completion or adoption of any design. Your Board seems to be misinformed as to the status of our station design. Our consulting architects and engineers are now developing architectural layouts and structural arrangements for the three stations, but no recommendations have been presented to our staff or to our Board. In the development of these plans we have instructed our consultants to maintain close liaison with your Urban Design Consultants for Market Street development. We believe that this has been carried out. In fact, your consultants are quite possibly better informed on the design evolution of our station than our staff may be since frequent and close contact between the several design and architectural offices has been maintained.

This District is in full accord with the 10 Point Criteria established by your consultants for the design of a great Market Street, as set forth in "Market Street Design Report Number 3" (June 28, 1965). Some of these criteria deal with design features which are outside of the official concern of the Rapid Transit District, however, we endorse their achievement as a goal.

The following paragraphs treat specifically with each of the three stations for which your resolutions show concern.

Montgomery Street Station - The location of Montgomery Street Station is fixed as the City and County requested in 1963. The east end of the basic station is west of the Sansome Street intersection and the west end is west of the New Montgomery Street intersection. This stations structure is currently planned to be about 800 to 830 feet long, including the additional volume for mechanical and electrical equipment spaces.

Resolution No. 474-65 suggests that the mezzanine of this station be extended to reach to the east side of Sansome Street. The presently planned station structure ends about 150 feet west of the north property line of Sutter Street at the Sansome-Sutter intersection; however, the public space within the mezzanine is another 100 feet further west. The ends of the station structure are occupied at all levels by various mechanical and electrical equipment rooms. The necessity for this makes extension of the mezzanine meaningful to you only by the extent the public space is extended. In the case of this station an extension of the mezzanine by about 250 feet would be necessary to place the public mezzanine east of the Sansome-Sutter property line, resulting in an overall length of station of about 1100 feet.

Except for one important conflict there is little technical reason why a station structure of this length cannot be built. The conflict is with the large diameter sewer which now enters Market Street at Second Street, extends along Market to Sansome, and proceeds out Sansome. Current plans call for relocating this sewer to bypass the station site and cross Market Street from Ecker Street to Sansome Street. This relocated sewer would

restrict the type of entrance which could be built at the east corner of Sansome and Market. Beyond this physical conflict the barriers to station extension are financial. The 250-foot station extension could add 2.2 million dollars to the net cost of the station and adjacent subway. An alternative which might serve your Board's purposes would be to extend a narrow entrance passageway from the presently planned public mezzanine to the east side of Sansome Street. This passageway would be about 12 feet wide and about 250 feet long. This pedestrian subway would have to pass over or under the large sewer before terminating east of Sansome Street. The cost of this added entrance has not been estimated, but, I am sure our Board would oppose creation of underground public spaces which cannot be adequately policed and which tend to threaten the safety of the public. The Sansome Street entrance would be just such a threat and danger and would not in our opinion provide significant advantages to the transit user to warrant infringing on his safety.

In regard to similar proposals for unsafe pedestrian underpasses or subways, we have disapproved these consistently throughout this system including many which were solely for use by rapid transit patrons.

Powell Street Station - The location of Powell Street Station is fixed as the City and County requested in 1963. The east end of the basic station is west of the Stockton Street intersection and the west end is at Fifth Street. This station structure is currently planned to be about 830 to 850 feet long including the additional volume for mechanical and electrical equipment spaces.

Resolution No. 453-65 urges that study be made of providing a connection between this station and Yerba Buena Plaza. The distance between the east end of Powell Street Station and Yerba Buena Plaza opposite Grant Avenue is about 600 feet. We do not consider that the intent of the resolution is to suggest extension of the full-width mezzanine over this distance. We assume that a pedestrian subway located above our rapid transit tunnels would meet the Board's intent; such a subway would be about 20 feet wide and extend about 700 feet to connect the public mezzanine with the proposed project.

The primary technical conflict with such a pedestrian subway over this distance is at the intersection of Stockton-Fourth-Market, where important facilities of the Pacific Telephone and Telegraph Company cross Market Street. The passageway would have to pass above or below these duct banks and manholes to avoid major additional utility relocation costs. The cost of the Yerba pedestrian subway would be at least 2 million dollars.

Our objections to long, narrow underground passageways expressed above with reference to Montgomery Street pertain here. The 20 foot width is more acceptable than a 12 foot width which might pertain to an entrance connection, but over a 600 or 700 foot length the aesthetics of such a facility are poor and the aspects of maintaining adequate surveillance doubtful. What patron flow might otherwise be assigned to such a path would largely be deterred by the relatively confined and unsafe outlook of its use.

If and when the Redevelopment Agency is able to secure status of Yerba Buena Center as a project, and more significantly, when its schedule and land usage are firmly known, an underground connection possibly should be re-examined to see what warrants there may be for such. The District's construction program calls for completion of the basic subway in the Stockton to Grant area by November 1968, completion of finishing work by May 1969, and opening of revenue service by June 1969. In this area the subway lines will be tunneled and the street surface not disrupted. There is no advantage to building a 2 million dollar structure underground in this area and disrupt traffic and utilities, when Yerba Buena Center is not likely to become a reality for another five years at best. We recommend that such a facility, if it must be built at all, be built only after a genuine need has developed.

Although our engineers have made patronage projections for the rapid transit system and can make such projections between the system and any proposed traffic generator, such as Yerba Buena Center, they know of no rational way of splitting patronage between people who elect to walk on the sidewalk and those who elect to walk in an underground passageway. Justification for the Yerba Buena Center connection is unlikely on the basis of user benefits.

The attractions of the underground passageway are probably encompassed by:

a. Walkway for use during rainy weather.

b. Separation from vehicular traffic at Fourth Street.

The disadvantages of the passageway seem to be:

a. A problem in policing and public safety.

b. A walkway not as attractive as the surface for use during bright and sunny weather, especially if Market Street is upgraded as a pedestrian way.

c. Added spaces for City to maintain.

d. Added disruption of Market Street during construction.

e. Significant added cost.

This District can see no reason why the Yerba Buena Center connection should be within its mandate to design, finance, and build. The facility contributes at most to a negligible extent in enhancing and facilitating the regional trip of all but a very few patrons. The cost of its provision is in no way warranted under the rapid transit program.

Civic Center Station - The location of Civic Center Station is fixed as the City and County requested in 1963, generally centered between Seventh and Eighth Streets. This station structure is currently planned to be about 800 to 830 feet long, including the additional volume for mechanical and electrical equipment spaces.

Resolution No. 474-65 recognizes that the area between Sixth and Seventh Streets is economically depressed and that Seventh Street will be extended north of Market Street. It was resolved that because of these conditions, the Civic Center Station should extend east of Seventh Street. The presently planned station structure ends about 100 feet west of the east property line of Seventh Street; however, the public space within the mezzanine is a nother 100 feet further west. The ends of the station structure are occupied at all levels by various mechanical and electrical equipment rooms. As in the case of other stations, extension of the mezzanine must be based on spanning the street intersection with the public mezzanine. An extension of Civic Center Station by 200 feet would be required to meet this objective. Such an extension of the cut-and-cover structure could result in a net cost addition to subway of 1.8 million dollars.

Alternatively, the addition of narrow entrance passageways along both sides of Market Street to the east side of Seventh Street would be less costly and would provide adequate flow capacity. However, these underground pedestrian subways about 12 feet wide would be about 200 feet long and are unacceptable to this District as public spaces for the reasons cited above under the Montgomery Street Station section.

The issues raised by the resolutions of your Board advocating station, mezzanine or passageway extensions, present both financial and construction obstacles that are common to subway systems throughout the world. In New York, Paris, London and elsewhere subway entrances do not touch every important intersection or important building and retail outlet. It is commonplace for people to walk along the sidewalk for distances as great or greater than those projected in our design to reach such entrances. Furthermore, it will be possible for those who wish to cross Market Street subfurface from north to south to descend to the mezzanine level at one point and cross to the other without entering the transit toll area. This, too, is commonplace elsewhere.

This position is in agreement with that of Mr. John E. Hirten, executive director of SPUR, in his memorandum to the Executive Committee of the Market Street Task Force, dated July 16, 1965. The pertinent comments are on pages 3 and 4 of that memorandum.

Conclusions

1. The long narrow entrance passageways considered for extension of subway entry to the far side of street intersections are not acceptable to this District due to the inherent compromise of public safety and are in conflict with the Market Street design criteria established by the City's Urban Design Consultants.

2. Extensions of station structures of full width as urged by Resolution 474-65 could entail about 4 million dollars in added cost of the Market Street subway in the areas of Montgomery Street and Civic Center Stations.

3. The station and entrance extensions of Resolution 474-65, pertaining to Montgomery Street and Civic Center Stations, are not unlike similar extensions and entrances requested at other stations throughout the system, which requests have been repeatedly denied by this District on grounds of unwarranted cost.

4. Provision of a pedestrian subway connection from the Powell Street Station mezzanine to the proposed Yerba Buena Plaza opposite Grant Avenue, as suggested by Resolution 453-65, would entail at least 2 million dollars in added cost without accomplishing any measurable or imaginable benefit to the rapid transit system.

5. Where special interests find it advantageous to extend the rapid transit station facilities by the addition of private entrances, public plazas, or special appurtenances, it is the policy of the District to receive and evaluate requests for extension and to approve the extension facility if its design meets District criteria and if its construction cost and maintenance are borne by others.

6. The responsibility and burden of design of the rapid transit subway facilities devolve on this District and can be shared by no other agency. This is basic to the District mandate and is recognized by the City and County as evidenced by the Agreement of June 28, 1962 which states that the City shall have no responsibility for nor control over the method, manner, or schedule of subway construction.

We will be glad to discuss these issues further with your Board, if necessary, and plan to report to you next month on progress achieved in the design of the Market Street facilities.

Very truly yours,

B. R. Stokes

B. R. Stokes
General Manager

OCT '65

Mayor Seeks Costs of Longer Market St. Subway Stations

Mayor John F. Shelley wants the facts by 4 p.m. next Wednesday on what it will cost to lengthen Market Street subway stations to 1,000-feet and construct three plazas.

With the facts in hand, hopefully, the Mayor and his Market Street negotiating committee will meet with Bay Area Rapid Transit District directors at 9 a.m. Friday.

The city team will try to persuade BART to join in an application to the federal Housing and Home Finance Agency for a multi-million dollar grant.

To qualify for the grant The City would have to invest a matching amount in transit improvements.

IT APPEARED TO Shelley, Controller Harry D. Ross, Chief Administrative Officer Thomas J. Mellon and downtown executives who are members of the Mayor's Market Street executive committee yesterday that The City must fish into its own pocket for plaza funds.

It was not clear whether the amount needed for plazas would equal the amount needed to extend 700-foot subway stations to 1,000-feet. No plazas have been designed, as yet.

BART has tentatively estimated it would cost $9.6 million to make the extension in pedestrian mezzanines at the three stations, Powell, Montgomery and Seventh Streets.

Architects for both BART and The City have recommended the 700-foot station.

THE SUPERVISORS' Governmental Services Committee, in an unrelated meeting yesterday, authorized the extension of Fifth Street to north of Market Street.

This $5 million project involves aequiring the gore eorner at Powell, Eddy and Market Streets. An 82½-foot strip on the easterly side will be needed for the extension of Fifth Street, eventually up to O'Farrell Street.

But a triangle of property with 130-foot frontage on Market Street will be left over. Its location, immediately adjaeent to the famous eableear turntable and planned subway station offers an obvious site for plaza development.

GAS TAX FUNDS appropriated to acquire this property for the road project may be justified as part of The City's eontribution toward any matching fund contract with HHFA.

At the request of Eugene Friend, of Howard's Clothier, the supervisors agreed to eant the Fifth Street extension an additional 25-feet to the east. This will provide Friend with some store frontage on Eddy Street and will reduce the available space for possible plaza development.

He recommended, on the basis of analysis by the Joint Venture and our staff, and certification by the Controller that funds are available for these purposes and, in accordance with Resolution No. 1320, that adequate funds remain to complete the basic system, that he be authorized to award Contracts Nos. 1S3013 and 1S3014 to Homer J. Olsen, Inc., on the basis of its combined proposal, including alternative, when the necessary HUD concurrence has been received.

Director Reedy moved that the General Manager be authorized to award Contract No. 1S3013, Montgomery Street Station Mezzanine Extension, and Contract No. 1S3014, Powell Street Station Mezzanine Extension, to Homer J. Olsen, Inc., on the basis of its combined proposal, including alternative, when the necessary HUD concurrence has been received. Director Chester seconded the motion, which carried. Ayes - 12: Directors Anderson, Bianco, Blake, Chester, Clark, Graves, Grydyk, Lange, Reedy, Silliman, Silva, and Doherty. Noes - 0. Absent - 0.

Mr. Stokes reported that the San Francisco Port Commission had requested that action regarding award of Contract No. 1T0017, Ferry Building Plaza Platform, Trans-Bay Line, be deferred for two weeks.

Mr. Stokes reported that on April 27, 1971, three proposals were received for Contract No. 1Z4561, Elevator Shafts, MacArthur Station, Berkeley-Richmond Line, as follows:

Name	Total Base Bid
C. Overaa & Co.	$ 162,500.00
S. J. Amoroso Construction Co., Inc.	189,870.00
Christensen & Foster	191,000.00
Composite Report Allowance	Not Applicable
July 1966 Project Estimate	Not Applicable
April 1971 Forecast	223,000.00
Engineers' Estimate	225,000.00
Current CDR Forecast	223,000.00

He recommended, on the basis of analysis by the Joint Venture and our staff, and certification by the Controller that sufficient funds are available for this purpose and, in accordance with Resolution No. 1320, that adequate fund remain to complete the basic system, that Contract No. 1Z4561 be awarded to C. Overaa & Co. on the basis of its base bid.

Director Lange moved that Contract No. 1Z4561, Elevator Shafts, MacArthur Statio Berkeley-Richmond Line, be awarded to C. Overaa & Co., on the basis of its base bid. Director Silva seconded the motion, which carried. Ayes - 12: Directors Anderson, Bianco, Blake, Chester, Clark, Graves, Grydyk, Lange, Reedy, Silliman, Silva, and Doherty. Noes - 0. Absent - 0.

Mr. Stokes reported that on April 27, 1971, four proposals were received for Contract No. 2Z4522A, Ash and Trash Receptacles, as follows:

Mr. Stokes reported that on April 20, 1971, proposals were received on Contract No. 1S3013, Montgomery Street Station Mezzanine Extension, San Francisco Market Street Line, and Contract No. 1S3014, Powell Street Station Mezzanine Extension, San Francisco Market Street Line, as follows:

Contract No. 1S3013 Montgomery Street Station Mezzanine Extension	Total Bid for All Items
Homer J. Olsen, Inc.	$ 846,910.00
Winston Bros. Company	944,920.00
Rothschild & Raffin, Inc.	996,774.00
Future Construction Co.	999,999.00
P & Z Co., Inc.	1,040,696.10
Morrison-Knudsen Company, Inc.	1,098,066.00
Composite Report Allowance	Not Applicable
July 1966 Project Estimate	Not Applicable
April 1969 Forecast	921,000.00
Current CDR Forecast	921,000.00
Engineers' Estimate	750,000.00

Contract No. 1S3014 Powell Street Station Mezzanine Extension	Total Bid for All Items Plus Alternative
Homer J. Olsen, Inc.	$5,027,955.00
P & Z Co., Inc.	5,182,947.00
Rothschild & Raffin, Inc.	5,723,985.00
Morrison-Knudsen Company, Inc.	6,336,275.00
Winston Bros. Company	6,658,343.00
Composite Report Allowance	Not Applicable
July 1966 Project Estimate	Not Applicable
April 1969 Forecast	7,347,000.00
Current CDR Forecast	7,347,000.00
Engineers' Estimate	4,625,000.00

Montgomery Street Station Mezzanine Extension and Powell Street Station Mezzanine Extension, With Alternative, Combined.	Total Bid For All Items, Plus Alternative on a Combined Basis
Homer J. Olsen, Inc.	$5,824,865.00
P & Z Co., Inc.	6,168,643.10
Rothschild & Raffin, Inc.	6,680,759.00
Morrison-Knudsen Company, Inc.	7,334,341.00
Winston Bros. Company	7,603,263.00
Composite Report Allowance	Not Applicable
July 1966 Project Estimate	Not Applicable
April 1969 Forecast	8,268,000.00
Current CDR Forecast	8,268,000.00
Engineers' Estimate	5,300,000.00

"The guys who paved this street last week musta left it"

CONTRACT NO. 1S3013
MONTGOMERY STREET STATION
MEZZANINE EXTENSION
SAN FRANCISCO MARKET STREET LINE

The Montgomery Street Station is located on the District's Market Street Line between First Street and Montgomery Street in the City and County of San Francisco. Work under this Contract consists of the construction and completion of an extension from the existing mezzanine level to the Northwest corner of the Sansome Street-Sutter Street intersection. The Mezzanine Extension will be constructed by cut-and-cover methods and will be principally of reinforced concrete with structural steel framing. The work includes earthwork, relocation of utilities, temporary decking, and protection of existing building, structures and facilities. The work also includes provision of architectural finish materials, utility systems and escalator. The elevator shaft from the Station Mezzanine to the street is also included in this contract.

This Contract is included in a Federal Grant project to the CCSF for DOT-assisted funding. The cost of the elevator shaft is to be funded by the District. The design and construction of the project is being accomplished by the District under the Joint Exercise of Powers Agreement with the City and County of San Francisco, dated May 31, 1967.

Advertising is scheduled for March 16, 1971. The duration of the contract is to be 52 weeks after Notice to Proceed, with completion of construction scheduled in June 1972.

The Controller certifies that funds are available for this purpose and, in accordance with Resolution No. 1320, that adequate funds remain to complete the basic system.

It is recommended that permission be granted to advertise this contract.

CONTRACT NO. 1S3014
POWELL STREET STATION
MEZZANINE EXTENSION
SAN FRANCISCO MARKET STREET LINE

The Powell Street Station is located on the District's Market Street Line between Fourth Street and Fifth Street in the City and County of San Francisco. Work under this Contract consists of the construction and completion of major extensions from the existing mezzanine level to provide additional entrances and to extend easterly on Market Street to the future Yerba Buena Project South of Market Street between Third Street and Fourth Street. The Mezzanine Extension will be constructed by cut-and-cover methods and will be principally of reinforced concrete with structural steel framing. The work includes earthwork, relocation of streetcar tracks, trolley wires and utilities, temporary decking, and protection of existing buildings, structures and facilities. The work also includes provisions of architectural finish materials, utility systems and escalators. The elevator shaft from the station mezzanine to the street is also included in this contract.

This contract is included in a Federal Grant project to the CCSF for DOT-assisted funding. The cost of the elevator shaft is to be funded by the District. The design and construction of the project is being accomplished by the District under the Joint Exercise of Powers Agreement with the City and County of San Francisco, dated May 31, 1967.

Advertising for this contract is scheduled for March 16, 1971. The duration of the contract is to be 93 weeks after Notice to Proceed, with completion of construction scheduled in March 1973.

The Controller certifies that funds are available for this purpose and, in accordance with Resolution No. 1320, that adequate funds remain to complete the basic system.

It is recommended that permission be granted to advertise this contract.

Bernard Averbuch
Executive Director
362-2500

FOR IMMEDIATE RELEASE

Contractors will begin working at the intersection of Stockton and Market and Sansome and Market starting the week of July 6 as part of a vast City and BART mezzanine extension program.

The mezzanine extension work at Stockton and Market is a $5 million project that will last two years. This will be an extension to the Powell Street Station mezzanine.

The extension work at Sansome and Market is a $800,000 contract and the work there will continue until July 1972. This will be an extension to the Montgomery Street Station mezzanine.

These funds are part of a Federal grant to supplement the Market Street improvement program, obtained by the City with the aid of the Market Street Development Project.

The extension work of the Powell Street Station, at Stockton and Market, will include construction of an underground extension to what will be the front entrance of the Yerba Buena Project on Market Street. This will be the longest BART mezzanine extension in the entire system.

Wire barriers will narrow the sidewalks at Stockton and Market to 12 feet and the sidewalks at Sansome street will be narrowed to 8 feet for pedestrians.

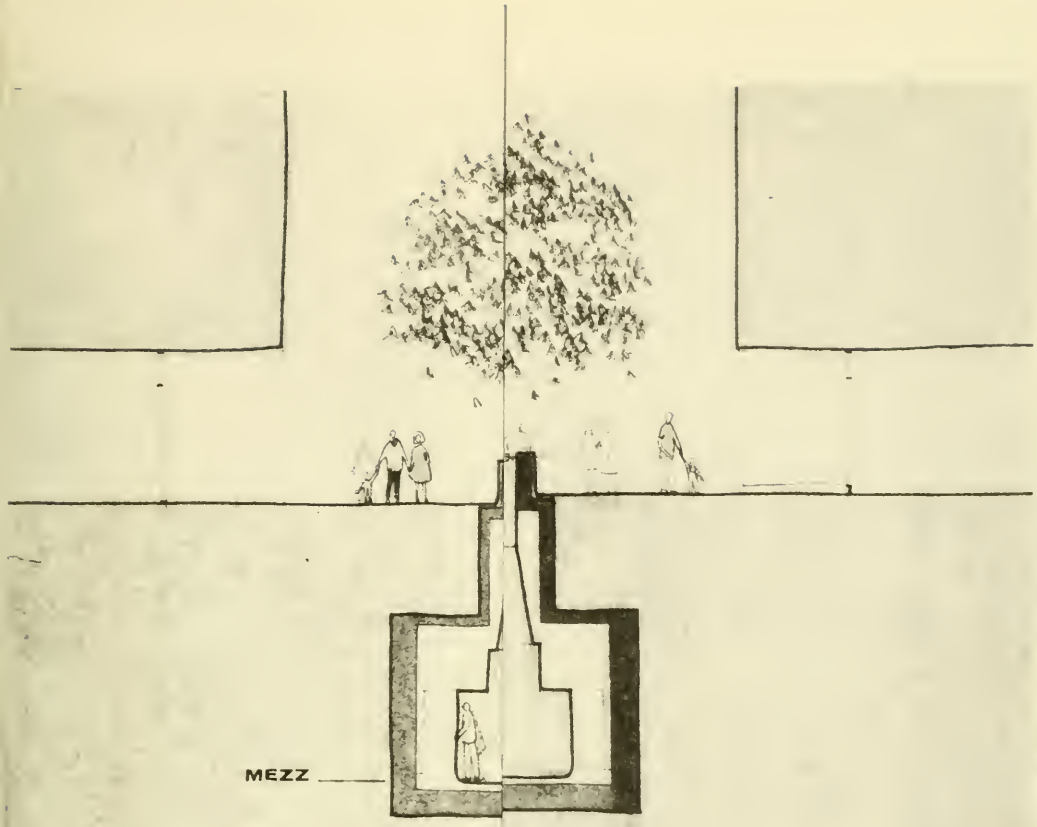
MORE

Both construction projects are being handled by the firm of Homer J. Olsen.

Project manager John Shimmick said various noise control mufflers will be used on jackhammers and generators for pile driving work during the first month of operations. The entire street area at Stockton and Market will be covered with wooden decking during the underground construction work.

Street car and bus service will be maintained throughout the construction work period, though the area will be closed off to automobile traffic.

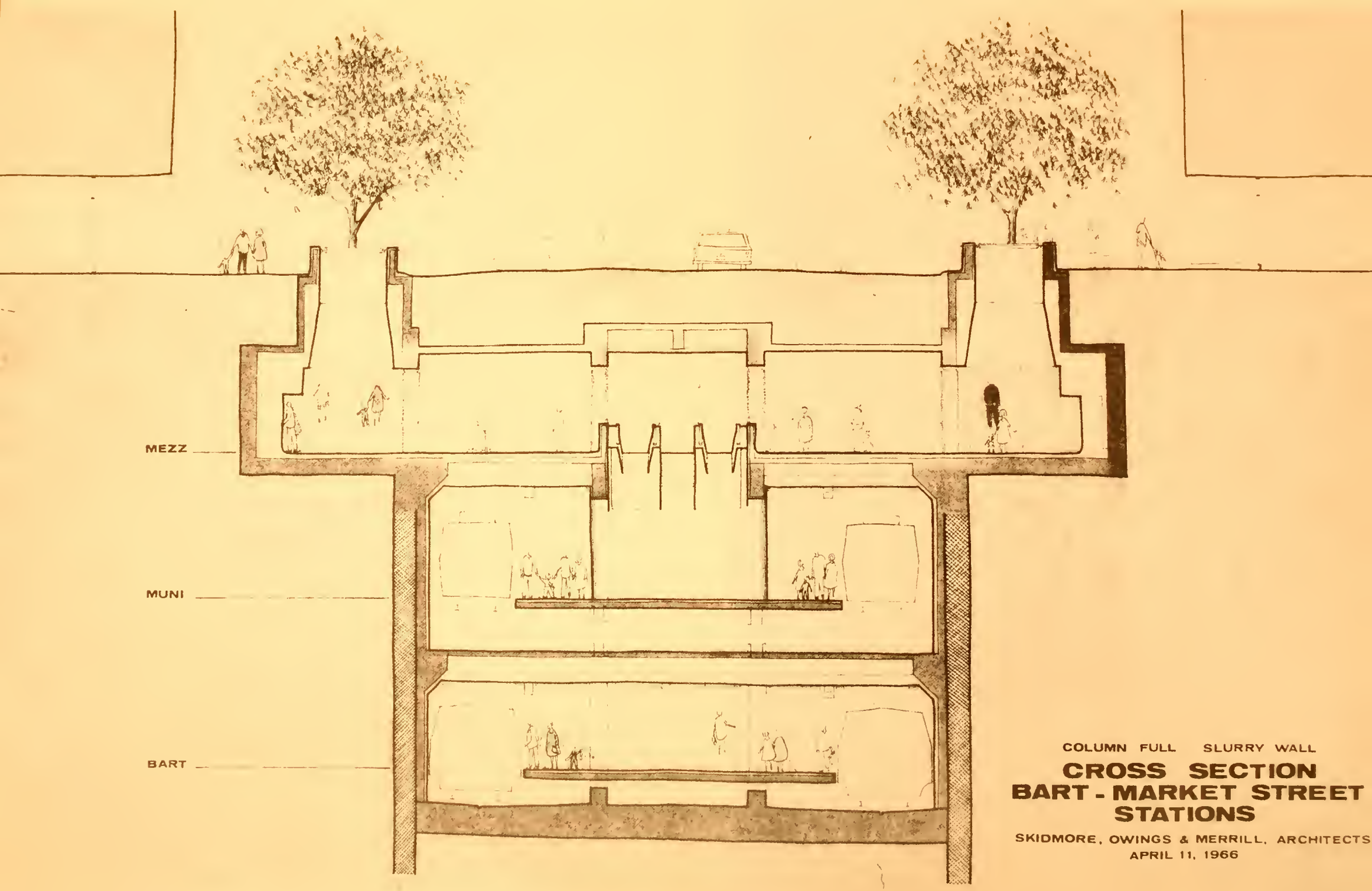
# # #



COLUMN FULL SLURRY WALL

CROSS SECTION
ART - MARKET STREET STATIONS

IDMORE, OWINGS & MERRILL, ARCHITECTS
APRIL 11, 1966



COLUMN FULL SLURRY WALL

CROSS SECTION BART - MARKET STREET STATIONS

SKIDMORE, OWINGS & MERRILL, ARCHITECTS
APRIL 11, 1966

ECONOMIC AND FEASIBILITY STUDY
of
ALTERNATE METHODS OF MAKING SEWER CONNECTIONS
at the
POWELL STREET RAPID TRANSIT STATION
CITY OF SAN FRANCISCO
STATE OF CALIFORNIA

Prepared for:

Market Street Development Project, Inc.
870 Market Street
San Francisco, California

Prepared by:

Kirker, Chapman & Associates
111 New Montgomery Street
San Francisco, California

Refer: 67-405

March 1967

INTRODUCTION

General

As a part of the construction of the Bay Area Rapid Transit District System, an underground station is to be constructed in Market Street between Fourth Street and Fifth Street. This station is to be called the Powell Street Station and its limits are shown on Exhibit "A". With the construction of this station, the existing three foot by five foot brick sewer in Market Street, for the full length of the station, is to be abandoned and new lines constructed to intercept and bypass the flow to other existing collector sewers.

The Bay Area Rapid Transit District is studying three alternate methods of bypassing the sewage flow and collecting the discharge from the buildings adjacent to the station. One of these alternates shown on Exhibit "A", the one originally proposed, would place sewer lines into the encroaching vault areas. Since the property owners were not desirous of losing this valuable space, we were retained to prepare this report to determine the physical possibility of sewering the subject buildings into a sewer line that would not encroach into the vault areas because the City is requiring that the vault area be vacated if a City sewer is constructed in them.

Scope

The scope of this study is to determine the existing location of the sewer laterals within the buildings, to determine the physical possibility of sewering by gravity and/or pumping into sewer lines presently located, or that could be constructed, in locations other than the vault areas and the estimating of costs for any alternates. The buildings included in this study are as follows and are shown on Exhibit "A":

Pacific Building - 801 to 821 Market Street
Commercial Building - 825 to 833 Market Street
Anglo Building - 810 to 832 Market Street
Sommer Kaufmann - 838 Market Street
Music Box - 840 Market Street
Hardy Shoes - 844 Market Street
Samuels Jewelers - 856 Market Street
Flood Building - 870 to 898 Market Street.

This study does not include subsurface investigation, testing, surveying and estimating the cost of constructing alternate collector sewers.

Investigations

In accordance with our proposal of January 4, 1967, as subsequently modified on February 8, 1967 and February 17, 1967, we investigated the site and the basements of the buildings, talked with the building superintendents, maintenance personnel, the City and BARTD. Our investigation was limited to visual inspection and oral information. No attempt was made to make subsurface investigations and surveys, or verify the location of underground or hidden pipes. Information received orally about pipe locations, direction of flow and quantity of collection on subsurface or hidden pipes was not verified in the field.

Assumptions

Several assumptions were made in the preparing of this report because of the impossibility or indeterminability of factors outside of the scope of this report. These assumptions are as follows:

1) All facilities found to be abandoned are not to be activated and are to remain abandoned.

2) All facilities that are to be abandoned because they fall within the limits of the proposed station will be constructed as close as possible to the existing location and of approximately the same size and type as the existing facilities.

3) The cost of removing and replacing the facilities referred to in item 2) are not included as a part of this report.

4) All costs of construction for alternate locations of collector sewers and the possible costs of same that may accrue to the property owners have been disregarded.

5) Temporary piping will have to be constructed and maintained during the station construction period if final connection is to be made to a new sewer above the level of the station.

6) The cost of sewer laterals from the street side of the vault to the main sewer in Market Street above the station would not be a cost to the property owner.

7) A new sewer line will have to be constructed above the station in Market Street to pick up street storm water.

8) Either the Ellis-Powell or the Ellis-Anna Alternate City Sewer will be constructed in lieu of the 48 inch line.

9) No temporary pumping of building sewage will have to be done while the station is under construction, because a temporary line can be suspended in the station excavation area.

10) The cost of removing and replacing storage shelves and cupboards are not taken into consideration since that work varies so much from building to building, and since some of this work may be done by existing maintenance personnel.

11) Non-conforming piping that may be discovered by a plumbing inspector that may have to be rectified is not included in the costs.

EXISTING COLLECTOR SEWERS

Fourth Street

This three foot by five foot brick sewer, shown on Exhibit "A", starts approximately sixty feet south of the centerline of Market Street, is situated on the centerline of Fourth Street and flows in a southerly direction. In accordance with information received from the City, this sewer has sufficient capacity to take additional flow.

Jessie Street

The brick sewer in Jessie Street, shown on Exhibit "A", at one time flowed to the west to the brick sewer in Fifth Street. Recently, though, a tunnel was constructed about 250 feet from the east end thereby cutting off the flow to Fifth Street. At that time a 12 inch cast iron pipe was constructed in an easement between two buildings to pick up the interrupted flow. This 12 inch line is underground and is supported on caisons. If additional flow is contemplated into Jessie Street, it will have to be put into a new collector sewer since the 12 inch cast iron pipe between the buildings is of insufficient size to carry additional sewage.

Pioneer Court

The existing sewer in Pioneer Court, shown on Exhibit "A", which flows to Fourth Street, is a private sewer. A field investigation showed that there is a 6 inch sewer line leaving the end structure. This line appears to go to Fourth Street and is 4.6 feet deep at the end structure. Further investigation was done but no additional information was acquired as to exact location at the joining with the Fourth Street Sewer, or whether the 6 inch pipe increases in size between its beginning and end points.

Market Street

This collector sewer, shown on Exhibit "A", which flows from east to west is the one to be abandoned between Fourth Street and Fifth Street. At the present time, starting at Fourth Street, this sewer picks up the sewage from the Stockton Street and Ellis Street intersection, and form the Powell Street and Eddy Street intersection, and discharges it into the sewer in Fifth Street.

PROPOSED COLLECTOR SEWERS

Market Street - South Side

The City has a proposal, see Exhibit "A", for collectors on the south side of Market Street in front of the Pacific Building and the Commercial Building. This proposal is the construction of an 18 inch sewer line in the vault area of the above mentioned buildings. This proposed 18inch line would start approximately at the middle of the front of the Commercial Building, go through the vaults in the front of the Commercial Building and Pacific Building and discharge into the existing sewer in Fourth Street.

Market Street at Fourth Street

At the intersection of Market Street and Fourth Street, see Exhibit "A", the existing Market Street sewer is to be intercepted and all of the flow in the sewer will be detoured into the Fourth Street sewer.

Market Street - North Side

The original City proposal, see Exhibit "A", was to intercept the Stockton Street and Ellis Street sewers with a new 27 inch pipe. This pipe would then be continued to the west in the vaults on the north side of Market Street to the intersection of Powell Street and Eddy Street where it would pick up the flow from Powell Street. From this intersection a new large diameter pipe would be constructed westerly in Eddy Street, southerly in an easement, and finally terminate in the existing Fifth Street Sewer.

When the City started final design calculations for this 27 inch pipe, they determined that because of its small size, hydraulic problems would occur in the existing sewers at the intersection of Powell Street and Ellis Street. For this reason, the originally proposed 27 inch pipe was increased to a 48 inch pipe.

In conjunction with the increase to a 48 inch pipe, the City is studying two other alternate routes for the main collector sewer, The first is to construct a new sewer main from the intersection of Ellis Street and Stockton Street, up Ellis Street to Powell Street and down Powell Street to Eddy Street. The second alternate would be to construct a new sewer main from the intersection of Ellis Street and Stockton Street, up Ellis Street to Anna Lane Street and then down Anna Lane Street to Eddy Street. Either of these two alternates

would be in lieu of the 48 inch pipe on the north side of Market Street in the vault area.

Since storm water would have to be picked up on Market Street with either of the two alternates, small size sewers would be constructed above the level of the station on each side of the street.

PACIFIC BUILDING

Existing Conditions

There are two, eight inch sewer lines from this building to Market Street. Line 1 is about 45 feet west of the east side of the building, and line 2 is on the west side of the building. See Exhibit "B".

Starting at point "C", Line 1 is about seven feet below the sidewalk. Then going upstream it rises about four feet along the wall and is joined by several smaller lines coming down from above. The line then goes south and hangs about two feet below the ceiling.

At point "A" where Line 2 goes through the north wall of the vault, it is about eight feet below sidewalk grade and is behind a row of abandoned toilets. It then goes upstream at a slight grade for approximately 30 feet, rises straight up about 9 feet and then heads east for 15 feet to point "B" where it disappears from view into the basement ceiling.

Because of the configuration of the sewer lines, there appear to be three directions in which this building can be sewered. These three directions are to Market Street, Fourth Street and Pioneer Court.

Market Street Alternate

Beginning at point "C" where line 1 is supported on the front wall of the vault, intercept this line 1 with a new line three to four feet below sidewalk grade, go through the front wall of the vault, and into a new sewer main above the level of the station. To pick up the flow from line 2, intercept this line 2 at point "B", where it disappears into the ceiling, and construct a new line through the front wall of the vault into a new sewer main above the level of the station. At point "A" intercept the flow into line 2 from above about three feet below sidewalk grade and construct a new 8 inch line that will go from point "A" to point "D".

Connection at Point A	$ 100.00
Connection at Point B	100.00
Connection at Point C	100.00
Connection at Point D	100.00
Cutting through walls	200.00
45 feet of 8 inch pipe and fittings	360.00
Rental and installation of 220 feet of temporary pipe	880.00
Connection to new sewer laterals after station construction	400.00
Sub-Total	$ 2,240.00

Sub-Total	$ 2,240.00
Contingencies	220.00
TOTAL COST	$ 2,460.00

Fourth Street Alternate

Beginning at a point about three feet below sidewalk grade, intercept line 2 at point "A" and construct a new 8 inch line, line 3, supported on the front wall of the vault to point "C", and then continuing in an easterly direction as a 10 inch line, line 4, to the existing sewer in Fourth Street. At point "B", intercept the existing sewer and construct a new 8 inch sewer to its intersection with line 3 at point "D".

Connection at Point A	$ 100.00
Connection at Point B	100.00
Connection at Point C	100.00
Connection at Point D	100.00
Cutting through walls	100.00
180 feet of 8 inch pipe and fittings	1,440.00
55 feet of 10 inch pipe and fittings	550.00
Construct new sewer lateral	700.00
Sub-Total	$ 3,190.00
Contingencies	320.00
TOTAL COST	$ 3,510.00

Pioneer Court Alternate

Line 1 and line 2 can be intercepted at the front of the vault and carried in either one or two new sewer lines that would discharge into the sewer in Pioneer Court. This method is not as acceptable as the Market Street or Fourth Street Alternates, because this line or lines will interfere with headroom. At the front of the building these lines will be about 3 feet below the ceiling and at the rear of the building about 8 feet below the ceiling. This alternate, if used, would cut up the basement and preclude full utilization of the area, and restrict the location of pedestrian access because of limited headroom. In addition, the costs, as shown below, are higher than either of the other two alternates.

KRON TV 4

NEWS-LETTER

929 MISSION STREET • SAN FRANCISCO • GArfield 1-1100

Media Coordinator

Jack —
Info, in case you missed it the first time.
Jerry Field

File

From: R. D. Irving
January 17, 1962

KRON-TV TO STUDY THE SYMBOLISM OF MARKET STREET ON ASSIGNMENT FOUR - January 22

The two-sided symbolism of San Francisco's main thoroughfare will be studied in "Market Street Blues" on ASSIGNMENT FOUR Monday, January 22 at 6:30 PM over KRON-TV. This is a repeat showing in response to many demands, of a program first telecast last November 27.

Among those who will present opinions about Market Street's present decay and hopes for future salvation will be noted architect John Bolles; John E. Hirten, Executive Director, San Francisco Planning and Urban Renewal Association; Mrs. Constance Field and William Brooke, Community Consultants, Inc.; Burton L. Rockwell, of the San Francisco Art Commission; and Fred W. Clinchard, Executive Secretary of the Downtown Market Street Improvement Association.

The telecast points out that the main artery of any great city is said to reflect the heart of that community. Whether it be Via Veneto, Champs Elysee, Regent Street, Fifth Avenue or Market Street, it will be remembered by visitors as a symbol of the spirit of the city.

Market Street performs this function for San Francisco, but the city's main artery is somewhat hardened and isn't truly representative of a city that prides itself on its beauty and charm.

Market Street is wide enough to qualify as a boulevard as it extends from the Ferry Building to Twin Peaks, both outstanding landmarks. And along the way there are other memorable structures such as the Pacific Gas & Electric building, the Sheraton-Palace Hotel, the Mechanics statue, the Emporium, the Fox Theater and the new Crown Zellerbach Building.

But these obvious images are but an illusion based in large part on a mixture of familiarity, tradition, wishful thinking and civic shortsightedness. As symbols, they are a myth that make the reality bearable. For, when Market Street is examined with a sentiment-free analytical eye, it appears as a dichotomy.

The ornate Georgian design of Arthur Putnam's lamp posts have lost their beauty behind a tangle of wires, signs and other impediments of a speeded up commercial life. In the 1915 era of graceful living, when they were created, Putnam had no thought for the exigencies that would require signs dealing with "No Left Turn," "Right Turn on Red Only," "Cross in Crosswalk" and other indications of our present regimentation.

Nor did he imagine that his artistry would frame a street given over

Chronicle 1/26/63

TODAY!/KFRC

A program of significant Importance to San Francisco

THE MARKET STREET PROJECT

or the Re-Birth of Market Street

10:05-10:55 A.M.

Cliff Engle, KFRC News Director, moderates a program of opinions and analysis of a subject vital to the future of San Francisco, the Market Street Development Project.

Featured on this show are:

Richard Oddie: Vice president of Area Development, Bank of America, Chairman of the Executive Committee for Market Street Development Project.

John Hirten: Executive Director of San Francisco Planning and Urban Renewal Association (SPUR). Consultant on Market Street Development Project.

Eugene Friend: Partner, Howard Clothing Co. Market Street Merchant. Member of the Executive Committee of the Development Project.

Keep informed...at 610!

KFRC
610
FM 106.1

MARKET STREET RENOVATION MOVES FORWARD

delivered by

Louis S. Simon, General Manager
Television Station KPIX - Channel 5
Westinghouse Broadcasting Company, Inc.

Telecast Date:

Thursday, December 13, 1962 at 11:15 P.M.

MARKET STREET RENOVATION MOVES FORWARD

A major step to convert San Francisco's Market Street into one of the world's most attractive thoroughfares was taken this week.

The fact that it was a preliminary report does not lessen its significance. For it demonstrates that talk can be productive of action.

The report was submitted by distinguished professional consultants retained by the Steering Committee of the Market Street Development Project. This project is an affiliate of SPUR - the San Francisco Planning and Urban Renewal Association.

The report was along the broadest lines and imaginative in its ideas for revitalization of Market Street. Wisely the consultants offered no specifics or actual plans at this time.

Their report was presented by SPUR at a meeting of Market Street property owners and businessmen and public officials. SPUR is to be commended for bringing together the major Market Street property owners and stimulating their awareness of the need to renovate Market Street from the Ferry Building to Van Ness Avenue.

It must be borne in mind, however, that the Market Street problem is so complex that it must be considered

(more)

within the context of the City's Downtown Study and plans for South-of-Market.

This, of course, means that any plans the City may have for development of areas contiguous to Market Street will have a bearing on the ultimate program for that major thoroughfare. This will require close coordination between the SPUR people and the City's Planning Department and Departments of Public Works and Utilities and the Rapid Transit District.

Meanwhile, KPIX congratulates SPUR and its Market Street Development people on the overall salutary effect of their preliminary report. For this is a major step toward the goal with which the entire community is vitally concerned.

##########

DEC. 8-1964

Tangled Plans for Market St.

By RUSS CONE

The Board of Supervisors spent nearly two hours stewing over Market Street plans yesterday an dwound up with only half the picture.

They were told $75,000 is needed at once to begin design of a transit subway station at Powell, Fifth and Market Streets.

Another $275,000 will be needed in the next few months to pursue the balance of an 18-month Market Street design study, aimed at refurbishing the thoroughfare as a transit tube is constructed.

They learned that the Mission District Renewal Commission wants $20,000 right now to begin designing subway stations at 16th and 24th Streets.

And they learned that the Equitable Life Assurance Society, the Dillingham Corporation, Sheraton - Palace Hotel and Crocker interests are putting up funds to design the subway station at Montgomery Street.

Adrien J. Falk, president of the Bay Area Rapid Transit Commission, told them The City has exactly three months to produce a plan for relocating utility lines.

The relocation of utility lines holds the key to design of the subway stations and whether they can be built shallow enough to allow direct openings to the surface.

But the supervisors were not tole that $2,569,586 in gas tax funds is being budgeted for next year to acquire the corner at Market, Eddy and Powell Streets.

This will be the first phase of a Fifth Street breakthrough to north of Market, taking the Howard Clothing store and the old Whittel Building.

The Fifth Street crossing will require a segment 68 feet wide through the gore to Eddy Street, leaving a 180-foot strip in the vicinity of the famous cablecar turntable for possible park development.

In subsequent years it will require another $2.5 million to extend Fifth directly north from Eddy Street as far as O'Farrell Street.

Fifth will be one - way northbound, between Eddy and O'Farrell Streets, following the present path of Anna Lane.

Also budgeted for next year is $43,000 to construct the Seventh Street cross-over Market. The $900,000 to acquire property north of Market Street, between Market and McAllister Street, was set aside this year.

Works Director S. M. Tatarian, who inherited the task of re-designing Market Street nearly 18 months too late for studious co-ordination with the subway work, told the supervisors:

"A true sense of co-operation and understanding is emerging. . . . Our progress will have to be accelerated to some degree in the next few months, however."

He and Falk took the brunt of questions by supervisors who were primarily concerned with the design of stations and the Street.

When Leo McCarthy asked what designers are doing about Mission Street, Tatarian replied "I don't know, sire. I'm the chairman of the Market Street co-ordinating committee."

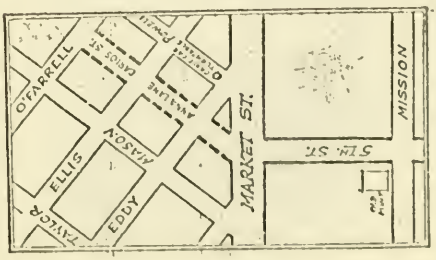
Falk said although studies are not completed it appears the bore method of constructing a Market Street transit tunnel "is superior and far less costly. Also the inconvenience to the public would be far less."

Using the bore method, also, would reduce the transit district's obligation for relocating utility lines which now lie near the surface of Market Street.

Plans to group utilities in the center of the street, or to run them beneath the sidewalks on each side as a means of bringing transit mezzanines closer to the surface are being explored, Tatarian said.

Not explained to supervisors, however, was the fact that it would cost private property owners virtually millions of dollars to relocate basements beneath the Market Street sidewalk should The City decide to push utility lines into this area.

The private owners, such as Emporium, Sheraton-Palace and most other large Market Street properties occupy sub - sidewalk areas



Here's how Fifth Street plan would extend north from Eddy Street to O'Farrell on path of Anna Lane.

T 63 OCT-65

5th Street Extension Approved

A major downtown bottleneck—the intersection of Fifth and Market streets—appears about to be broken.

The Supervisors' Governmental Services Committee gave qualified approval yesterday to a plan to extend Fifth street across Market, Eddy and Ellis streets to O'Farrell street.

City planning director James R. McCarthy said the extension is an essential part of San Francisco's master plan.

LOGJAM

The proposal, which has been pending for three years, was reintroduced by S. Myron Tatarian, city director of public works.

He too said the Fifth street extension is needed to break the logjam of traffic along Market between Powell

See Page 4, Col. 8

street and the Mason-Turk street intersection.

Tatarian said he hopes that the project, if it gets final approval from the Supervisors, could be completed by next summer—before work is begun on the Powell street subway station.

"The construction job is a fairly minor one," Tatarian told the committee. The problem, he said, is to clear out tenants in the buildings to be demolished in the path of the extension.

The only objectors to the proposal at yesterday's meeting were owners and tenants of property to be demolished.

CLOTHIER

One objector was Eugene L. Friend, owner of Howard's Clothing Company, 920 Market street, who said he could see no necessity for the extension—which would cut a corner off his store.

The committee, chaired by Supervisor Peter Tamaras, gave tentative approval to the proposal but asked the Department of Public Works to submit detailed traffic figures to justify the cut-through at the next committee meeting.

City Planner McCarthy said similar plans are in the works for an extension of Seventh street.

CABLE CARS

The Fifth street extension would drain what little car traffic is left on Powell street, which the city would like to turn into a pedestrian mall between Market and Union Square, elevating the cable cars as the only vehicles on the street.

San Francisco Examiner
NEWS CALL BULLETIN
A HEARST NEWSPAPER
Truth, Justice • Public Service

It's Slow Going At Fifth Street

THE PROPERTY OWNERS of lower Powell Street have complained to the Board of Supervisors, with good reason, about City Hall's repeated delays in ordering the extension of Fifth Street to the north side of Market Street.

The project has been under consideration for more than two years, the property owners and merchants pointed out. The continued delays are losing customers and employes for the adjacent business area, they declared.

More important, the whole city has a stake in the project. The extension of Fifth Street through to Eddy Street, planned originally as a traffic relief measure, has grown into a much larger and more vital idea.

It would create, at the Market-Powell-Eddy gore, a large pedestrian plaza that is planned as one of the showplaces of Market Street once the rapid transit subway beneath Market is completed. Within this large surface plaza would be a sunken plaza leading into the Powell Street subway station. The cable car turnaround at the foot of Powell would be given a dramatic setting. Plans also include the possibility of converting Powell into a pedestrian mall up to Union Square.

The Board of Supervisors seems eager to get on with the idea. The foot-dragging has been among The City's technicians. They should wrap up the planning and ask for a favorable vote when the Supervisors' Governmental Services Committee meets Tuesday.

San Francisco has been demanding excellence from the Bay Area Rapid Transit District in all phases of its planning for the Market Street subway. The City is hardly in a position to maintain that posture if it fails to act on its own part of the

Chronicle Dec 10, 1965

Extending Fifth Street

A TRAFFIC IMPROVEMENT long discussed and inarguably desirable—the extension of Fifth street across Market—has received approval of the Supervisors' Governmental Services Committee and will be before the full board on Monday.

This extension is needed for the improvement of crosstown traffic, the convenience of shoppers, and the breaching of the Market Street wall that separates northern districts from southern. Imminent construction of a rapid transit station and a plaza at Market, Eddy and Powell streets, lends urgency to the project.

The Supervisors should, of course, approve the proposal insofar as it involves a thoroughfare across Market street from Fifth street on the south to Eddy street on the north—but how and where this traffic artery should then be routed is a question that begs for further study.

As now planned, the extension of Fifth street would be carried from Eddy to O'Farrell by widening the alleys that lie between Powell and Mason streets. This has certain disadvantages over and above expense and the disruption of business during construction; it could, by leading northbound motorists to an unavoidable right turn at O'Farrell—a one way street—send all but the knowing ones back across Market street for another lap around the track.

TO BE SURE, these motorists could avoid the labyrinth by turning left on Ellis—a two-way street—and then making a right turn at Taylor. But inasmuch as the same device would be practicable at Eddy street, the extension might be terminated there—at least pending further study of the problem—at no expense and no detriment to traffic.

Dispute Over Big Market St. Plaza

By RUSS CONE

Market Street property owners led by planner Gerald McLindon today are fighting desperately to block City Hall's plan for a $4 million plaza at Powell and Market Streets.

The plaza would have 300-feet frontage on the north side of Market Street and would flank both sides of a Fifth Street extension to Eddy Street.

Without this total opening up of the area around the rapid transit station and the famous Powell Street cable-car turntable, architect Mario Ciampi declared "it would just be a disaster."

MARKET STREET designers Ciampi and Thomas Creighton, Planning Director James R. McCarthy, the city's Market Street Task Force and the Art Commission agreed, the bigger plaza should be built.

To do it, however, The City must purchase Howard's Clothing Company at 920 Market St., owned by Eugene Friend, a power in the Market Street Improvement Project which employs McLindon.

McLindon was a leader of the city task force when it originally blocked out Friend's property for inclusion in the plaza last June.

BUT HE PROVED a biting opponent yesterday when the decision to include Friend's property came before the supervisor's Governmental Services Committee.

McLindon declared a smaller plaza east of Fifth Street "would create the kind of busy environment we're after. We should be thinking of pulling in retailing . . . This open space (to the west of Fifth) is without meaning, without function and will become one of the greatest policing problems in San Francisco."

Creighton said, "frankly, I'm shocked at Mr. McLindon's statement today. A number of things are very misleading in what he said."

Creighton declared, "The argument that if you separate buildings by plazas you will kill business has been disproved by every great street in the world."

FRIEND, a frequent contributor to local political campaigns, drew mild support from Mayor John F. Shelley as the Mayor's urban renewal coordinator, John Anderson, asked the supervisors to delay action.

At length, the supervisors voted 3-2 to recommend the full board adopt the bigger plaza scheme. Supervisors George Moscone and John A. Ertola dissented, while Supervisors Roger Boas and Joseph M. Casey joined Chairman Peter Tamaras in support of the city's planners.

"If we want to develop a great street," Tamaras said, "we must think in a bold manner. This is a tremendous opportunity. This would do a lot toward cleaning up a section of Market Street that should be improved."

Chronicle - Dec 8, 1965

Public Plaza

5th and Market Proposal OKd

A decision to extend Fifth street north of Market to O'Farrell was unanimously recommended yesterday by the Supervisors' Governmental Services committee, which also favored buying the gore corner to the east as a public plaza for the Powell street rapid transit station.

But the committee, and the experts who testified before it, split sharply on whether to buy another triangle of land west of the Fifth street extension, between Market and Eddy streets, owned by the Howard Clothing company.

On a 3-2 vote, the committee finally recommended buying the extra land and creating an acre-and-a-quarter plaza at the midpoint of Market street.

DESIGN

Design consultants Mario Ciampi and Thomas Creighton said an expanded plaza is the key to the Market street design. Edward Murphy, who heads the city's Market street task force, and Planning Director James R. McCarthy agreed.

Dissenting was Gerald McLindon, the former head of the task force and chief planner for the Market Street Project, a private agency supportedly largely by Market street merchants.

Mayor John F. Shelley, speaking through John Anderson, his urban renewal coordinator, saw no reason to acquire land west of Fifth street, "since the automobile traffic would cut the plaza in two."

Voting for the larger area were Supervisors Peter A. Tamaras, Joseph Casey and Roger Boas. Opposed were George Moscone and John A. Ertola.

Moscone said he might go along with the expanded plaza on Monday, when it comes to a vote of the full board. But, he said, he needs more time for study.

Eugene Friend, who owns the property west of Fifth, said it would create a 300-foot gap in the continuity of retail stores stretching from Woolworths, on the Powell street corner, to the western tip of the Plaza. It would kill Market street, between Fifth and Seventh streets, he said.

"The argument that the plaza would kill business is refuted by every important plaza in the world," replied Creighton.

Estimated cost of private property that would be purchased if the board approves the full package is $2.5 million.

San Francisco Examiner
NEWS CALL BULLETIN
A HEARST NEWSPAPER
Truth, Justice • Public Service
Page 38 ☆☆ Fri., Dec. 10, 1965

Too Much Plaza In One Place

THE PLANNERS of the Market Street of the future are trying to provide San Francisco with too much of a good thing at the Market-Powell-Eddy-Fifth gore.

This busy, awkward intersection needs to be opened up and dramatized, as The City has known for 30 years. The coming of rapid transit, with a major subway station to be built at the gore, has finally compelled action.

The first step will be to extend Fifth Street across the north side of Market to a connection with Eddy, as shown on the accompanying sketch. This will create a large plaza area to the east of the Fifth Street extension.

The plaza will be more than generous in size. It will embrace not only the wedge of private land between Market and the foot of Eddy, but the foot of Eddy as well. This will open up the whole gore, offering all sorts of opportunities for splendid plaza treatment.

But the planners want to go farther and take another large expanse of business property to the west of the Fifth Street breakthrough, adding this to the plaza.

They say this would make one great plaza. Not so. It would create two separate plazas divided by the heavily traveled Fifth Street extension. And the plaza west of Fifth would serve no useful purpose.

Worse, it could and probably would injure the commercial life of the street—the very opposite of the desired effect.

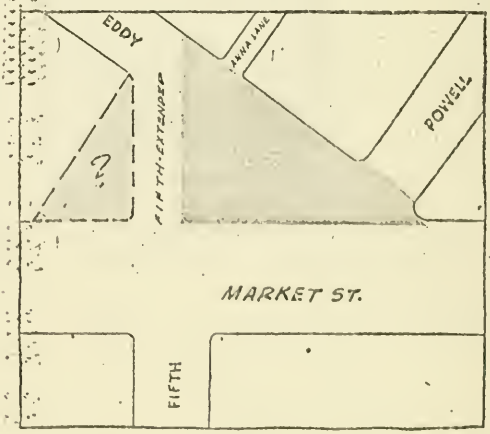
The oversized plaza would stretch along the north side of Market for 300 feet—a normal city block in length. Such a large gap in the commercial continuity would discourage the foot traffic that is the lifeblood of a business street. Business houses draw warmth from one another, like logs in a fire; scatter them too far apart and the whole grows cold.

This sacrifice of commercial coziness has cost some cities dearly—notably Detroit and Washington.

San Francisco would be far wiser to create several small, intimate plazas on Market instead of one outsized one.

IN THIS INSTANCE the planners, though a gifted group, have overreached. Not content with a plaza that was merely splendid, they kept going. The result was not something more splendid, but something grandiose.

The Board of Supervisors should tell them to return to their earlier and better plans, which called for the smaller plaza.



Shaded portions show plaza planned after extension of Fifth Street northward across Market. Plaza section to the right is necessary. Proposed plaza to the left, or west side of Fifth Street extension, is not.

EXAM 12/14/65

Board OKs 5th-Market Plaza--But

The Supervisors are still at odds today as to how big a plaza the $4 million Fifth Street extension project should create at Powell and Market Streets.

They voted unanimously to extend Fifth Street 2½ blocks north to O'Farrell after two hours' wrangling yesterday.

This action includes a plaza, a key feature of the projected rapid transit station, at the Powell-Market-Eddy intersection.

But the legislators voted, 7 to 4, to return to committee the plan backed by planners, architects, and engineers to develop an additional plaza area on the west side of the new Fifth and Market intersection.

A MAJOR FACTOR behind this decision was the plea by Eugene L. Friend, owner of Howard's Clothing Company at 920 Market St., that his holdings be spared from total taking.

Friend complained that he had believed until Dec. 6 the day before the Supervisors' Government Committee held a public hearing, that there would be only a "partial acquisition" of his property.

This, he said, would "allow for a plaza to the east of the Fifth Street extension . . . and would allow our continuance in business at this same location."

..SUPERVISORS William C. Blake, John A. Ertola, Terry A. Francois, Leo McCarthy, Clarissa McMahon, George Moscone, and Joseph E. Timney voted for more committee study to hear Friend's story.

Opposing the delay were Supervisors Joseph M. Casey, Roger Boas, Jack Morrision, and Peter Tamaras.

The clothier said he, too, could develop a plan for the use of the Powell Street plaza area that would be "of greater value and benefit to The City."

Planning Director James R. McCarthy said tre expanded plaza area was fully discussed in a June report issued by the City's architectural consultants for Market Street transit planning, "and these reports were not secret."

"THEY WERE well known to the Market Street Project (MSP) (a privately sponsored development group), and to Gerald McLinden, its director."

Friend is one of the powers behind the MSP.

Supervisor Tamaras vigorously defended the expanded plaza concept, explaining that without it. Friend's property would become too valuable for a one-story clothing store.

"He would probably put a 20-story building on the site," Tamaras observed.

"And I think he probably has this in mind."

In referring the matter back to committee, the board attached a condition that it be back on the full board's calendar "on or before Jan. 10."

Supervisors

Chronicle 12/14/65

A New Delay for Fifth Street Plan

By Mel Wax

San Francisco's Supervisors ranged over a variety of municipal problems yesterday, from freeways to ferry boats, and from Actor's Workshop to refugees from city-sponsored parking lots.

But most of the afternoon—three hours worth—was devoted to debate on extending Fifth street north of Market to O'Farrell street and creating a one and one-quarter acre plaza at the foot of Powell street.

The plaza, at the Powell street subway station, would extend on either side of Fifth, if the recommendation of the Governmental Services Committee were followed.

But the board voted to send it back to committee for another hearing. Supervisor Terry A. Francois said Eugene L. Friend, whose property would be taken for the western tip of the plaza, knew nothing about it until 5 p.m. the day before the committee met.

Friend said he was called in by Mayor John F. Shelley and asked what he would do with his property if he were allowed to keep it.

Friend owns the Howard Clothing Co. building at 920-930 Market street. He said he was flabbergasted and asked for more time to make plans.

The board, at the urging of Supervisor Leo T. McCarthy, asked the committee to report back by January 10.

Simply extending Fifth street north to O'Farrell, without mention of the plaza, won unanimous endorsement after City Engineer Clifford Geertz, Planning Director James R. McCarthy, Director of Public Works Myron Tatarian, and Market street ward Murphy said it was "essential" to move traffic.

Some supervisors had suggested the extension be terminated at Eddy street. But department heads said that would frustrate efforts of motorists to reach the Union Square shopping area.

The resolution calling for a $150,000 freeway study, jointly sponsored by city and State, of the Golden Gate and Panhandle routes passed easily. Another resolution, introduced by Supervisor William C. Blake for a $50,000 study of the Crosstown Freeway, was sent to committee.

A resolution endorsing a $25,000 study of ferry boats to Marin county, with the Golden Gate Bridge and Highway District picking up the tab, passed unanimously.

Another resolution, urging Chief Administrative Officer Thomas J. Mellon to give Actor's Workshop $56,000 from the hotel tax was sent to committee. Mellon will meet with Actor's Workshop officials this morning to give his verdict.

Also sent to committee was a resolution, jointly-sponsored by Supervisors Francois and George Moscone, urging that no public housing be scheduled for Hunters Point until a master plan for redevelopment of the area is compiled.

Moscone and Supervisor Jack Morrison introduced a resolution calling on the Legislature to provide relocation funds for tenants and home owners who are forced to move when San Francisco confiscates homes to build neighborhood parking lots. The resolution

12-Story Plan To Block Plaza

Store owner Eugene Friend today has plans for a 12-story office and retail store as a weapon against The City's plan to acquire his property at 920-930 Market St. for a grand plaza at Powell and Market Strets.

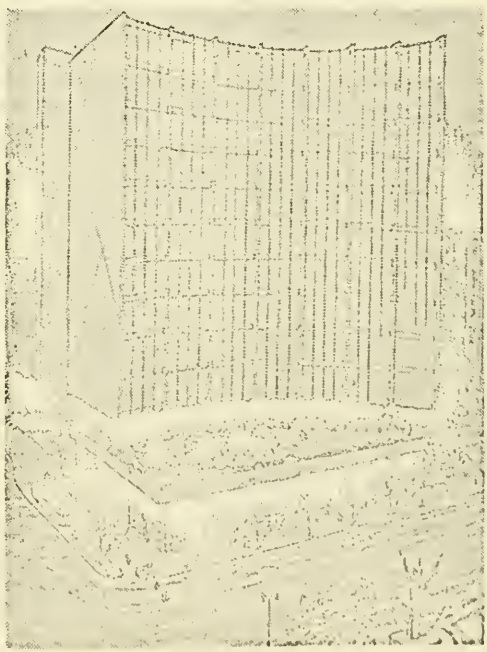
Preliminary sketch of Friend's building showed a handsome, curved structure with an open promenade on the second level. On the ground level retails shops would face an extended Fifth Stret across a 10 - foot sidewalk.

Gerald McLindon, manager of the Market Street Development Project, of which Friend is vice president, declared Friend's plan would preserve the continuity of retail shopping on Market Street.

ARCHITECT Wayne Hertzka said it would blend ideally with smaller Powell plaza at the extreme gore corner of Powell, Eddy and Market Streets.

BUT Edward Murphy, director of The City's Market Street task force, told the supervisors' Governmental Services Committee yesterday that design experts still believe they need Friend's property to create the plaza the public deserves.

Murphy's group, aided by consulting architects, is striving to rejuvenate Market Street as a byproduct of the subway construction project.



NEW PROJECT IS PLANNED
Artist's drawing of project at Fifth and Market

THE PLANNING Commission, Art Commision, Bay Area Rapid Transit District, consulting architects and San Francisco Planning and Urban Renewal Association want the larger plaza.

Planning Director James McCarthy urged the supervisors to consider the larger plaza in terms of its use as a future major bus stop, as a major entrance to the subway station and as a site for a tourist information booth.

McCarthy said to create a 10-foot sidewalk at that busy intersection "would be the height of shortsightedness."

The supervisors agreed to to hold another hearing Jan. 4

Trying to Balk Plaza

Wed Dec 22, 1965
Examiner

Store Owner's Building Plan For Powell and Market

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Wed Dec 22 '65

Hearing on Powell St. Plaza Plan

Conflicting theories on the proper size of urban plazas and their effects on retail shopping habits were submitted to the Supervisors' Health and Welfare Committee yesterday by planners and architects.

The committee continued until January 4 its hearing on whether to take a triangle of land, west of the proposed Fifth street extension across Market street for the Powell subway station plaza, or leave it for private development.

The property, at 920-930 Market street, is owned by Eugene Friend, proprietor of the Howard Clothing Company. It has been in his family for three generations.

Thomas Creighton and Mario Ciampi, the city's Market street design consultants, have called the property "essential for the Powell Plaza."

HEARING

Neither Creighton nor Ciampi attended yesterday's lengthy hearing. Creighton is in Honolulu and Ciampi was busy elsewhere. Peter Kitchel, urban design coordinator and a member of the John Carl Warneke architectural firm, represented them.

"This is the hottest spot on Market street," he said. "We don't have to worry about development after the plaza is built. We have a chance to get the best. There is no need for a shoe-horn operation."

The Kitchel-Creighton-Ciampi argument was endorsed by the City Planning Department, the Market Street Design Task Force, San Francisco Planning and Urban Renewal Association, and the Bay Area Rapid Transit District.

Opposed were Friend; his attorney, Morris Lowenthal; his architect, Wayne Hertzka, and Gerald McLindon, head of the privately-sponsored Market Street Development Project.

BUILDING

Letters of opposition from Tom Gray of the Down Town Association, General James W. Coutles of the Retail Drygoods Association, Dan Klein of the San Francisco Real Estate Board, and Richard Nugent, general manager of the F. W. Woolworth store at the Powell street intersection, were read into the record.

Friend said that if his property is not confiscated he would build a 12-story combination retail store with terraced restaurant and office building fronting on the Fifth street extension and a smaller plaza to the east.

"Tax revenues from the building alone," Friend said, "would be enough to pay for the Fifth street extension and the plaza."

Editor's Mail Box

EXAMINER 12·24·'65

Powell Street Plaza

To The Examiner:

The Examiner editorial (Dec. 10) "Too Much Plaza in One Place," is inaccurate in a number of respects. The alternative proposals for a major open space where Powell reaches Market have all shown the larger plaza, so the question is not one of "returning to earlier and better plans which called for the smaller plaza," but rather one of reducing the original plaza concept by an unwillingness to acquire part of the necessary land.

The plan The Examiner showed is inaccurate, since the Fifth Street extension will connect with Anna Lane, and if the property to the west is not acquired, the space remaining would be much smaller than your plan indicates.

We feel strongly, and have so indicated in our reports, that open space on both sides of the Fifth Street extension is necessary to produce a plaza worthy of the name at this point, which now attracts more people than any other spot in The City, and will be the most active entrance to and exit from the new subway.

Even with the space we have suggested Powell Plaza will not be as large as many other busy, commercial squares in other cities. It must open up Market Street visually from both directions at this point, and focus the activity generated by subway, bus, cable car and pedestrian traffic. As a result, adjacent businesses will prosper, and property values will increase. . . .

JOHN C. WARNECKE & ASSOCIATES,
By Thomas H. Creighton.

MARIO J. CIAMPI & ASSOCIATES,
By Mario J. Ciampi.

SF EXAMINER 1/5/66

Big Powell-Market Plaza Faces Supervisorial Veto

JAMES LEONARD

A recommendation that it kill a plan for a grand Powell and Market Street plaza will be placed before the Board of Supervisors Monday.

It came from the board's Governmental Services committee which voted in favor yesterday of limiting plaza planning at the intersection to a triangle east of the projected Fifth Street cut-through.

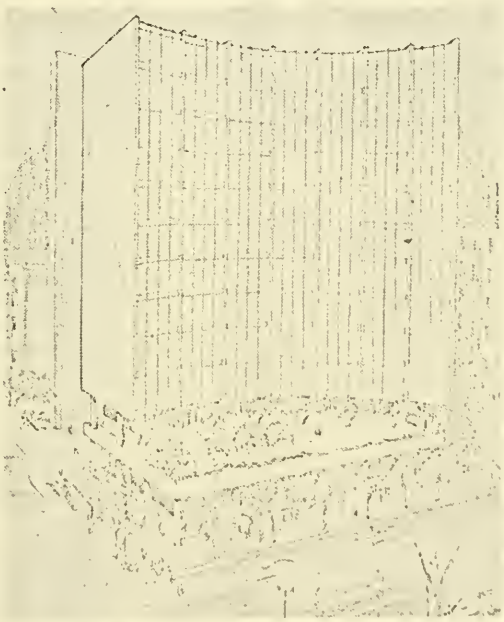
The committee acted in defiance of pleas from The City's planners and architectural consultants that asditional plaza space be created west of the extended Fifth Street.

THIS WOULD mean taking all of Eugene L. Friend's clothing store at 920 Market St., instead of a portion.

The same committee ovted 3 to 2 for the bigger plaza scheme on Dec. 7—Supervisors Peter Tamaras, Roger Boas, and Joseph M. Casey favoring, George R. Moscone and John A. Ertola opposed.

Yesterday, however, Casey switched his vote.

With Tamaras absent on vacation leave, Boas became the only dissenter.



The proposed 12-story retail shopping-office building

FRIEND WAS supported by Tom Gray, manager of the Down Town Association, and Gerald McLindon, director of the Market Street project, a business sponsored planning agency, of which Friend is vice president.

Sticking with the smaller plaza will leave Friend with a valuable corner building site on which he says he will erect a 12-story retail shopping and office building.

Public Works Director S. Myron Tatarian told the committee he has no objections to the 10-foot sidewalk that would be created on the Fifth Street side of the Friend project.

But City Planning Director James R. Mc carthy opposed it strenuously, insisting it would be "totally inadequate."

HE WENT on to advise the committee that the site would be too small for a building such as Friend contemplates —that the "total taking" to provide for the grand plaza was a justifiable public purpose.

McCarthy dieputed arguments advanced by McLindon and Gray that the larger plaza would become a "barrier ot the shopping parade."

"Remember," he said, "this change is not just for tomorrow. It is for a hundred years."

The Supervisors approved the $4 million plan for extending Fifth Street north to O'Farrell, a distance of 2½blocks, on Dec. 13.

FEB 14-'66 EXAMINER

Market-Powell Plaza Site Ruling

If the City does not aequire the Howard Clothing Company building at Market and Powell Sts. it will have no eontrol over the future use of the site, City Attorney Thomas M. O'Connor ruled today.

The question involved is whether the City will buy the property and use it for an enlarged plaza or let owner Eugene Friend hold on to it and build a 10-story strueture, as he said he will.

All of the City's planning and arehiteetural advisors have reeommended that the City acquire Friend's property.

Their argument is that a large plaza is imperative at a corner where one of the major rapid transit stations will be loeated.

A supervisors' eommittee, however, has recommended that Friend be allowed to keep his property, this reducing the size of the plaza.

The matter comes up today for a discussion by the full Board of Supervisors.

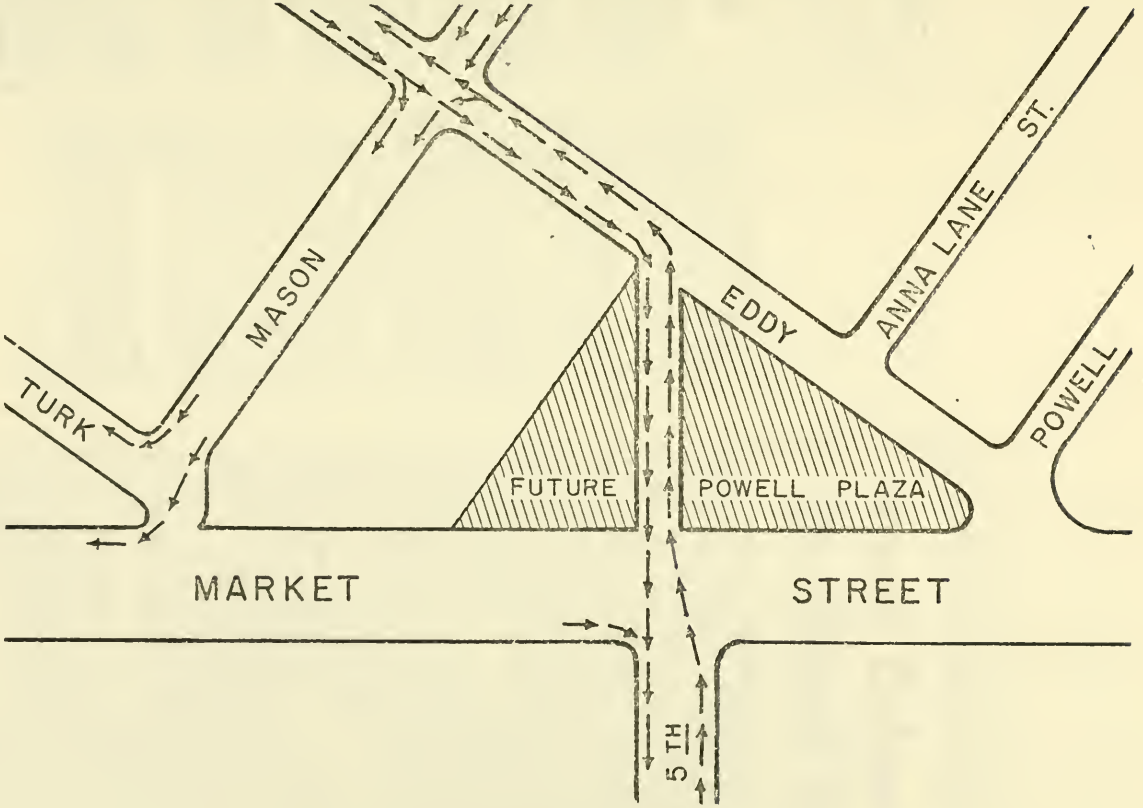
Extending Fifth Street

EXTENDING FIFTH STREET across Market, a project long under study, has been approved by the Board of Supervisors with one issue unresolved: whether to create plazas on both sides of the extended street where it cuts through from Market to Eddy. This is to be considered on Monday. We believe, with the Supervisors' Governmental Service Committee, that a plaza at the foot of Powell, on the downtown side of Fifth, is adequate to good design, and that a second plaza on the uptown side of Fifth is unnecessary.

11 Feb 66 SF Chron Editorial

One Rule for All

SUPERVISOR Peter Tamaras has asked and received assurances of a priority effort to relocate the Golden Rule Restaurant, 756 Market St., when it is forced to move because of the Yerba Buena Center redevlopment project. That's fine. But let's apply the same Golden Rule to all businesses that must be relocated.


TURK
MASON
EDDY
ANNA LANE ST.
POWELL
FUTURE
POWELL PLAZA
MARKET
STREET
5TH

EXAM

Plaza Project Delayed

1/11/66

BY JAMES LEONARD

The controversy over the cope of the new plaza to be reated at Powell and Mar-et Streets is still simmering t City Hall.

A proposal to bring a grand laza out of the projected ifth Street extension was robably saved from defeat y a Board of Supervisors de-ision to postpone action for ve weeks.

Had the matter come to a ote at yesterday's meeting, ose favoring limiting plaza evelopment to a small trian-le at the Powell-Market-ddy intersection would robably have beaten it.

SUPERVISOR Jack Morri-n was accused of angling r time when he moved for e delay, and he did not ny it.

The Powell plaza is con-nplating federal financial l just like other rapid nsit system plazas planned Market Street, he said.

t would be a mistake, Mor-n said, to isolate its plan-g, when "it is crucial to l total development of Mar-Street."

..SIX SUPERVISORS—Leo McCarthy, Peter Tamaras, Joseph E. Tinney, George Moscone, John A. Ertola, and Roger Boas—joined Morrison in voting to delay the plaza decision.

Those opposed were Supervisors William C. Blake, Clarissa McMahon, Joseph M. Casey, and Terry A. Francois.

Much of the controversy over the size of the plaza development revolved around the effect it would have on the property of Eugene L. Friend, owner of a clothing store at 920 Market St.

ADDITIONAL plaza space west of the Fifth Street extension would mean taking the remnant of the larger Friend parcel that will be taken for the plaza that is now assured.

That was how Planning Director James R. McCarthy explained it to the supervisors.

Friend has announced a desire to locate a 12-story retail shopping and office building on the "remnant," however.

SAN FRANCISCO CHRONICLE, Tuesday, Jan. 11, 196

Board Delays Vote On Powell Plaza

The Board of Supervisors delayed a decision on the Powell Street Plaza yesterday for five more weeks.

But in other action it voted, 7-4, to support the City Planning Commission in its recommendation that a 7.5-acre site between Alemany boulevard and the Southern Freeway be rezoned from residential to commercial.

Also, the board reluctantly agreed to invite the Republican and Democratic parties to hold their 1968 conventions here, after being assured they were not obligating the city to put up the $700,000 subsidy that would be required if the parties accept.

The Alemany rezoning used up most of the debating time during the long board meeting. A Payless Drugstore would move into the new commercial site with a 98,000-square-foot, two-story building and 670 parking spaces.

VOTES

Voting against the zoning change were Supervisors Leo T. McCarthy, Joseph E. Tinney, Clarissa McMahan and Roger Boas.

Their opposition, Boas explained, centered on the fear that a new commercial zone would draw business away from well-established neighborhood merchants. The Payless proposal was strongly opposed by the Council of District Merchants.

The City Planning Commission, in recommending approval, said the site, now occupied by the Evergreen Nurseries, is no longer considered appropriate for residential zoning. It will be bordered by the new Southern Freeway and Alemany boulevard and will be close to a proposed Rapid Transit station.

POWELL STREET

The decision on the size of the new Powell Plaza was postponed at the urging of Supervisor Jack Morrison. He said it must be considered part of the overall Market street design concept. In five more weeks, he said, more evidence will become available for consideration of the Powell Plaza design plan.

Opposing delay were Supervisors Terry A. Francois, Joseph Casey, William C. Blake and Mrs. McMahon.

Powell Plaza Shrivels In Meeting

S.F. Chron 1/5/66

Members of the Supervisors' Governmental services Committee yesterday ignored the experts and decided to reduce the size of the proposed plaza at the foot of Powell street to a small chunk of land east of the Fifth street extension.

They voted 3 to 1 against the recommendation of Market street design consultants, the City Planning Commission and the special Market Street Task Force.

The committee had earlier voted to follow the experts' recommendation, 3 to 2, and include what architect Thomas Creighton, chief consultant, called an "essential" triangle, west of the Fifth street breakthrough, where Howard's Clothing Company now stands.

SPACE

"The larger plaza," Creighton said, "is essential to provide sufficient open space. Simply having open space to the east creates nothing more than a slightly open corner."

But Eugene Friend, who owns the property, had the Down Town Association, the Retail Drygoods Association, the San Francisco Real Estate Board, and the Market Street Development Corporation in his corner against the "essential" triangle.

The San Francisco Planning and Urban Renewal Association and the American Institute of Architects endorsed the argument of the city experts.

1/8/66 Exam

Plaza Plan Reduction Opposed

The Northern California Chapter of the American Institute of Architects has urged the San Francisco Board of Supervisors not to reduce the size of the proposed Powell Street Plaza.

The architects' action was in support of San Francisco's city planners who believe any scaling down of the plaza would be ill-advised

Their plans are opposed by Eugene Friend whose Howard Clothing Company building at 920 Market Street would have to be razed if the planners get their way.

Friend is vice president of the Market Street Development Association.

The executive director of this group, Gerald McLindon, is now siding with Friend after having originally participated in mapping the plaza plans.

In a telegram to the supervisors, the architects speak out in favor of razing the Friend property "in consideration of the future prosperity and beautification of Market Street."

VOTE

The final vote was 3 to 1. Against it was Supervisor Roger Boas. Committee chairman Peter A. Tamaras, who voted against it last time around, was absent. Favoring the smaller plaza were Supervisors George Moscone, John Ertola and Joseph Casey.

Casey was the switch vote. He was impressed, Casey said, by the fact that none of the merchants—"the people we're supposed to be helping"—wanted the larger plaza.

FLOW

Their argument, expressed by Tom Gray, representing the Down Town Association, was that the larger plaza would "interrupt the flow of retail trade on Market street."

Planning director James R. McCarthy said the proposed plaza, at the Powell street subway station, would be "only one-seventh as large as Union Square, heart of the city's major shopping center."

The planning director said it would be "the height of short-sightedness" to curtail the plaza design.

MARKET STREET DEVELOPMENT PROJECT
870 Market St., Room 348, Flood Bldg.
San Francisco, California

DATE; August 24, 1966

TO: Leo McCarthy, Supervisor
City and County of San Francisco

FROM: Gerald J. McLindon, Executive Director

RESUME OF REBUTTAL

1. In recommending 35-foot sidewalks and 4 lanes of traffic on Market Street, the urban design consultants have ignored their own findings in Phase 1 of the Market Street Study when they stated that with rapid transit in full operation traffic volume would continue to increase in downtown San Francisco. All of their arguments on traffic volume on Market Street and other streets would appear to be made on the basis of today's traffic counts. They make no provision for the additional through traffic, which will be coming downtown and their 4 lane scheme simply removes potential traffic lanes from the downtown circulation system.

2. The consultants in recommending a policy of discouragement of automobile traffic ignore the fact that there is presently and for the foreseeable future no alternative to the automobile. The statistics on traffic volume all take into consideration the completion of BARTD and those portions of the Muni system which were included in the BARTD bond issue proposal. They are in effect saying that San Francisco should discourage those who want to come to San Francisco in their automobiles to shop, to do business. They are attempting to force congestion on the City, which will discourage businesses from locating here.

3. They have overlooked the fact that it will take time to provide alternatives to the automobile. If the Muni bond issue passes in November the accomplishment of a total Muni system is dependent on huge grants from the Federal Government. In applying for these grants, San Francisco will be in dire competition with BARTD (who will need some $100 to $200 million), the West Bay Transit, Alameda-Contra Costa Transit, Los Angeles and many other cities in California. The Federal legislation states that no one state may receive more than 12-1/2% of the total funds allocated for Mass Transit. It is therefore very likely that San Francisco will have to wait many years to obtain the full amount of funds needed to develop their system. Mr. Jim Carr has stated before the Board that optimistically it would take 10 years to build a Muni system. This could just as easily become 15 years.or 20 years. In addition to this, West Bay Transit will not have a concrete proposal for a service to San Mateo for at least 2 years after which there will be a considerable amount of time required to plan and build their system. Each day the centers of population in the East Bay move further away from the BARTD system.and there is already need for serious planning of extension of the basic system in the East Bay. This however will not be given serious consideration until the basic system is in operation. There are presently no plans for a complete transit system to Marin County. Therefore,

the planners recommendation to discourage the automobile is without meaning and contrary to the growth that we are working for and anticipating in downtown San Francisco.

4. The Board must realize that the provision of 35-foot sidewalks on Market Street will almost certainly require a simultaneous action to narrow the sidewalks on Mission and Howard Streets, In order to accommodate some of the traffic movements that should logically have taken place on Market Street. We therefore have specter of a Hollywood stage set where we dress up the front street with nothing to back it up. The area south of Market is a vital part of downtown San Francisco and the new buildings now being put up on Mission Street and others yet to be built in the area are deserving of and will demand sidewalk space adequate to handle pedestrian flows and a modicum of landscape.

5. Although those advocating the 35-foot sidewalks have stated that Muni busses would operate from loading bays, Muni has categorically stated that bus stops must be in the curb lane. Therefore the normal and accepted passing movements of busses will occur in the second and only other lane interfering with the flow of through traffic.

6. The consultants talk about Market as a transit street, but view this as necessarily implying large numbers of fire snorting busses on the surface. An analysis of their own findings would indicate that total utilization of the subway tubes under Market Street will provide the more efficient public transit system. It should therefore be an objective to greatly reduce the number of busses, not only on Market Street, but in the downtown area providing needed downtown service by mini bus. The consultants refer to the peripheral parking belt and mini bus connections into downtown, but apart from an extension to the 5th and Mission garage, ahhotly disputed garage in North Beach and a quite large parking facility in Yerba Buena, the development of the parking belt is without a program of phasing. We simply do not know at this time when and how it will be accomplished. An adequate mini bus service is completely dependent upon passage of the Muni bond issue. The consultants speak of these as though they were accomplished facts where as in reality it may take many years to bring them into being.

7. The analysis of the sidewalk provisions under both the 35 and 30-foot sidewalks shows that the effective width would in fact be determined by the location of the light posts, and it can be further determined that the effective sidewalk width is identical under schemes having 30 and 35-foot sidewalks. The consultants claim therefore that they are providing additional space for pedestrian movement does not reflect the recommendations in the designs. The consultants have admitted that the opportunities for landscaping are almost identical under both the 30 and 35-foot proposals. An exception being that where loading bays are cut into the 35-foot sidewalks there would be some limitation upon the number, size and location of trees. The 30-foot sidewalk would provide an opportunity for unified planting should this be desired.

8. All of the studies indicate that the affect of the restriction of sidewalk widths where subway entrances occur will impose no problem for pedestrian movement based on all projections made to date with one exception, that being in front of the Lincoln Building. This problem has been amply discussed and it is entirely possible to solve it be locating this particular subway entrance within the Lincoln Building and its future incorporation into a great plaza connecting the north and south sides of the street.

9. The solution to the design of Market Street is inextricably bound up with a solution to downtown traffic and public transportation problems. To affect an action in one area without an adequate counterbalancing in another will produce chaos. The solution to the design problems of Market Street is one of logical phasing. We must establish our goals and objectives for public transportation. We must set our deadlines for accomplishment and work steadfastly towards those goals. We cannot eliminate potential traffic space without first providing the alternative. Market Street should evolve in two phases: The design of a trafficway and sidewalk which will permit the widening of the sidewalks to 30 feet at the completion of BARTD construction with additional sidewalk space to be added when we have solved the problem of moving people into the central core.

w Watchdog

BART, Business On Market St.

By Michael Harris

n the serious dig- r the Market street starts later this the merchants will soft-spoken watch- the scene.

store owners frankly e construction work e an effect on busi- it a lot depends on people feel they can ne downtown to declared Terrell W. cessor to Gerald J. as executive direc- Market Street De- nt Project.

c will be a vigorous a of downtown promo- encourage shoppers. quite optimistic."

ANOUNCEMENT

pointment of Hill, a ld real estate man ed to San Francisco s ago from his na- egia, was announced day by the Market Project's president, . Pratt, vice presi- ie Dillingham Corp. ancisco.

s he was particular- aged to find that the Rapid Transit Dis- ntracts for Market itions provide that nes and intersec- t be left open.

g as the require- is n a document and some one like me it there, then we can ng to make sure stay open." Hill, "We've got the law on e.

Hill added he was pleased to find that the transit district's inspectors on East Bay subway projects had proved to be "of far better than average caliber and quality."

"BART's pre-bid conferences with contractors are also encouraging," Hill continued. "The bidders know from the start what will be expected of them when they start work on Market street."

Bids for the contract for the Civic Center station in the vicinity of Market and Hyde streets will be opened April 1, and construction should start on or soon after May 1.

TRAFFIC

Market street itself will remain open for streetcars and buses throughout the several years of construction, but most automobile traffic will be diverted to Mission and Howard streets.

"Strangely enough, streetcars and buses will probably move a little faster during the construction period than they do now because of the reduced amount of automobile traffic," Hill said.

Hill, an engineering graduate of Georgia Institute of Technology, is one of the investors of North Waterfront Associates, the group that plans to rebuild the warehouse blocks between the Golden gateway and Bay street.

3/29/67 Examiner

Time for Speed

CITY OFFICIALS now predict that the planned breakthroughs of Fifth and Seventh Streets to the north side of Market Street cannot be started until November.

That is much too late.

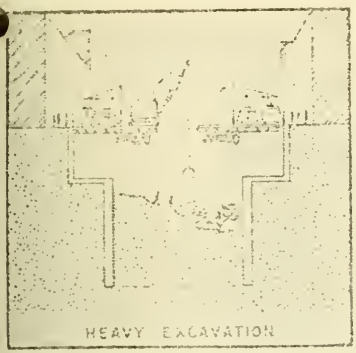
City funds for the breakthroughs were appropriated in 1965. Then it was found that the cost of the projects could be counted as matching funds to gain a federal grant of more than $20 million. This sum was needed to improve BART's subway mezzanines at Civic Center and Powell-Fifth (adjoining the breakthroughs) and at Montgomery.

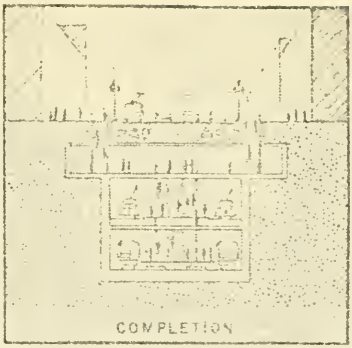
So, sensibly, the breakthroughs were delayed to incorporate them into the larger projects.

The rest is a familiar story: Since last June city and BART officials at the staff level have been grappling with details. They say they see daylight ahead, but no action on the breakthroughs earlier than November.

By that time subway contractors will have opened up Market Street at the Civic Center and Powell-Fifth station locations. So the breakthrough work, when it starts at the same locations, will pile congestion on top of congestion. It will add to the turmoil of the holiday shopping season. It will postpone the time when the extensions of Fifth and Seventh can serve as means of relieving congestion.

Any teleseoping of the present timetable, even by as much as 60 days, would be a major traffic boon. Mayor Shelley should insist that the time be saved. He should order that the final documents be hand-carried to Washington to hasten the final federal approval that unlocks the $20 million.





Sooner Than We Think

Subway Digging to Begin

The bulldozers, cranes, clamshell shovels, dump trucks and an army of men in hard hats are coming sooner than you think to begin the major excavation work for the Market Street subway.

The first wave of builders will arrive in June to scoop out a massive hole 750 feet long and 70 feet deep for the Civic Center station between Seventh and Eighth Streets.

The second wave will roll into the area between Geary and Sutter Streets in July when construction starts on the Montgomery Street station.

And the third wave will come in August to dig the Powell Street station extending from a point east of Mason Street to Ellis.

The Bay Area Rapid Transit District made these things clear yesterday in a matter-of-fact announcement disclosing heavy construction details of the Market Street phase of the BART system.

"Construction of each station will be carried out in two major phases — both lasting 12 to 15 months — to be followed by a brief period of street and sidewalk restoration and completion of subway entrances," said the BART announcement.

"During the first phase, sidewalks on both sides of the station areas will be narrowed by at least a third to permit preliminary excavation and installation of temporary decking, as well as the forming of the subway station's exterior concrete walls.

BART specifications require contractors to maintain two full traffic lanes in each direction while the excavation work is in progress.

"THE END OF A FLEETING ERA OF SIMPLISTIC CONCEPTS"
Or is the Vaillancourt sculpture, as Supervisor Blake puts it, "lousy?"
—Examiner Photo

Market street land boom

A mammouth investment boom marked by doubling and tripling land values, increased high-rise development and heavy real estate sales volume will follow in the wake of rapid transit if San Francisco's experience mirrors that of Toronto's, G. Warren Heenan, past president of the Toronto Real Estate Board told members of the Market Street Development Project last week.

Heenan said that a $67 million investment in a four and one-half mile transit system brought with it a $10 billion development explosion—an economic expansion rate which is continuing with each new extension to the Toronto transit line. He claimed that each mile of transit brings rural land three years closer to development.

GOLDEN PIPELINE

The Canadian predicted that Market Street merchants will find BART a "golden pipeline" once the first two years of construction travail have passed and that downtown stores will increase their sales volume once they become accessible to more people.

He said that market studies carried out in Toronto showed that most people "prefer to shop close to home when it comes to food and cars," but other retail sales which were lost to the suburb "will be returned to downtown with transit."

REGIONAL GOVERNMENT

Although transit was the major element in Toronto's development boom, Heenan feels that establishment of a metropolitan government with regional control over transportation, ports, airports etc. also helped stimulate growth in his city.

He said that no city can go it alone when it comes to financing a major modern transit system and feels state governments should pick up some of the construction costs.

The realtor thinks fares should be eliminated from transit lines, and that subway rides should be financed by tax funds in the same manner as schools and roads.

He insists that paying the deficit of a subway or railway would be cheap compared to the cost of maintaining highways, and that the $60 million a year collected in subway fares could be raised by the simple expedient of giving up three miles of expressway.

Highways and the parking lots required to serve auto traffic takes land off both the public taxrolls and the private market, Heenan said. He claimed that one-third of most downtown areas are devoted to autos and told investors, "if you're wondering where the land is look under the cars."

PITFALLS

The speculative boom brought on by transit is not without its pitfalls, Heenan admitted. He said that in his city most people were "too busy accumulating wealth to consider asthetics." When land is at a premium, zone changes which permit high density are sought. A change from an R2 to an R4 zoning designation near San Francisco subway stations would quadruple the money to be made from the property.

Costs of housing can also be expected to rise in areas readily accessible to subway stops. High-rise apartment suites are now valued at $4,000 per suite by Toronto speculators.

Downtown San Francisco is already beginning to witness some of the development boom mentioned by Heenan. The Embarcadero Center project is on the drawing boards and Golden Gateway redevelopment is nearing completion. The Yerba Buena area has already been designated for renewal, and a flock of downtown office buildings have been added to the Market St. skyline.

Two of these new office buildings — the multi-use Fox Plaza on Market at Polk, and the highrise Wells Fargo building at Market and Montgomery — received appreciation awards from the Market St. Development Project.

S.F. Progress 4-67

Market Traffic Rolling

By Elmont Waite

Rush-hour traffic met the new barricades on Market street yesterday with an unexpected lack of violence.

With three long sectors of the street blocked off so that construction of San Francisco's first subway can begin today, jams were less than anticipated, Captain I. Thomas Zaragoza, police director of traffic, reported.

The worst jam reported by the heavily reinforced police traffic squad was at 10th street, where in-bound traffic was diverted off Market to Howard street. Second worst, probably, was at Sansome and Market.

At some other intersec-

See Page 7, Col. 3

tions, the confusion was even less than normal.

"I thought it was going to be a madhouse, but this morning it was nothing," a traffic officer at 3rd and Market streets reported. "It's usually murder — sheer terror! But not this morning."

Because of the diversion of much of the in-bound rush via 10th to Howard, Market street itself seemed strangely quiet and deserted by as early as 8:45 a.m.

Diversions will remain in effect for up to three years, while contractors complete the Bay Area Rapid Transit District's $100-million Market street subway and its three long underground stations — at Montgomery street, at Powell street and at Civic Center.

SHOVELS

Formal ground-breaking ceremonies are scheduled at the Powell street intersection at 11 a.m. today. Mayor John F. Shelley, president Cyril Magnin of the Chamber of Commerce, president Adrien J. Falk of BART, and 125 school children armed with shovels will be among participants.

During the construction years, only streetcars, Muni trolleys and buses, and emergency vehicles will be permitted to travel the length of Market street. Other traffic will use streets to the south — although cars will be permitted to duck in and out of Market between the subway station areas, and can cross Market as usual except at Eighth street.

Captain Zaragoza added 15 officers plus five three-wheelers yesterday to the 16 traffic officers normally on duty on Market between Sansome and 10th, and reported "pretty good" results. "We'll keep controls (officers) for a few days until people get used to it," he added.

SMOOTH

S. Myron Tatarian, city director of public works, rode around the downtown area at 9 a.m. yesterday and commented, "Traffic is moving surprisingly well. We'll be watching developments very closely."

The "big rush" was between 7:15 and 8:30 a.m.,

Examiner 7-24-67

Cars were few and far between on Market street in this view from Fifth street to the Ferry Building

said Officer Ed Hall, on duty at Stockton and Market streets. "They were very thick coming down Stockton, and some got sore because they couldn't go westbound on Market," he said.

But, he added, "the sooner people realize they're not going to be able to take their cars downtown, the better off we're going to be. Also, they're going to be able to get home faster, because buses aren't going to have to compete with cars."

Jack Martin, a news vendor at Kearny and Market, said when he rode a Muni bus to work yesterday morning "the other passengers were laughing and kidding around about how light the traffic was."

Chronicle 7-25-67

Market Street Taking 'Break'

By JANE ESHLEMAN CONANT
Staff Writer

Market Street, The City's main downtown traffic artery, went off duty today for the next 2½ years.

Its extended retirement — to permit construction of the Bay Area Rapid Transit subway — came as a headache to countless motorists, thrust onto unfamiliar paths which must become their regular routes until some time in 1970.

EMPTY SHADOW

But the new Market, now a curiously empty shadow of its former traffic-choked self, became a paradise for pedestrians. For once, to cross the street was not a matter of life and limb. Their old furtive, darting sidesteps were gone; today, they strolled.

And the Muni bus and streetcar operators, like kids let out of school, thought it was grand.

"Nice! . . . " said M car motorman Ralph Tiner, breezing down Market with a new air of freedom.

"Market Street's a pleasure this morning. I hope they keep it this way."

A RARE SIGHT ON MARKET STREET
Famous thoroughfare was devoid of cars at 8.30 a.m.
—Examiner photo by Eddie Murphy

CEREMONY SET

Tiner glanced at the long, wide-open avenue, dotted here and there by clusters of heavy equipment as preparations began for tomorrow morning's ground-breaking ceremony at Powell and Market.

A few autos and trucks were using the still-open sections of the town's main stem, but so few that the sight was sweet to Tiner's eyes.

"It's the automobiles that foul everything up," said this veteran of nine years with the railway.

"Maybe this will show people they can get downtown just as well on the Muni — and I noticed that I carried quite a few more than usual in from West Portal this morning."

BARRICADES

The historic change for the wide and world-famed avenue started yesterday when the barricades went up at the sites of the subway stations at Market and Montgomery, Market and Powell, and the Civic Center area.

And there they were, waiting for the regular Monday morning rush when downtown San Francisco's thousands of employes came to work today:

"ROAD CLOSED"

"DETOUR"

"MUNI ONLY BEYOND THIS POINT"

At Powell and Market, they were already chopping up the pavement with heavy machinery. Men in hard hats were unrolling blueprints and rolling them back up again.

Broad white lines were painted on the sidewalks, showing where — eventually, — The City's thousands will stream to and from the subway cars just as thousands already do in New York, London and Paris.

NO SNAFU

"This is kind of scary," said a policeman. "Where is everybody?"

The unafraid pedestrians were there, all right — but not the horn-honking, bumper-to-bumper stream of cars in the now-departed blue cloud of exhaust fumes.

Traffic Captain I. Thomas Zaragoza, who had doubled his Market Street patrol force to cope with an expected Gargantuan snafu, said:

"It went far smoother than the police thought it would. The motorists caught on very well. I think we're over the hump, the next few days should set the new patterns and the people shouldn't have very much trouble."

There were some tough spots for motorists. Inbound from West Portal, they were shunted south at Tenth Street and then found themselves barred from turning left on Mission. This is also the Market crossover from Fell and Polk Streets. There was a heavy buildup at Tenth and Howard as these drivers, now in foreign territory, tried to edge back closer to central downtown.

FRUSTRATIONS

Coming up Market, motorists found the "ROAD CLOSED" sign at Sansome, where they had to turn into Sansome or Sutter. They crept along, frustrated for the moment.

"I think the local people

—Turn to Page 10, Col. 4

Break for Market St.

—From Page 1just walk to them."

will get used to it," said cabbie Allan Holladay. "It might be hard for us to get to some of the stores on Market, but with such good stuff that I think the people will

Tomorrow's official groundbreaking is set for 11 a.m. at Powell and Market, with Mayor Shelley and 125 school children playing the leading roles.

Chronicle 7-26-67

BART Project

Everybody Digs a Subway

By Elmont Waite

One hundred twenty-six school children shoveled furiously at groundbreaking ceremonies for San Francisco's first subway yesterday—but not little Edward Molieri.

Edward somehow wound up last in line as the new, white-painted PG&E shovels were handed out by members of the Board of Supervisors and the BART board of directors—and there were no shovels left.

He had stood patiently in the double line of children while the Municipal Band played valiantly, and while the city and civic dignataries arrived on a festooned cable car at the Powell street turntable next to the ceremonial traffic island.

CONSTRUCTION

The ceremony itself marked the start of construction which may require up to three years before the $100 million Market street subway and its three long stations—at Montgomery, at Powell and at Civic Center—can be completed. Meanwhile, all traffic except Muni and emergency vehicles is barred from Market in the station areas, being diverted to Howard and Folsom streets. Cross-traffic still is permitted, except at Eighth street.

Yesterday, Edward waited politely while Cyril Magnin, president of the San Francisco Chamber of Commerce, called the ground-breaking a great climax "to the hopes and dreams of half a century," and while President Adrien J. Falk of BART voiced a sincere thanks to city and chamber officials for assuring "a glorious future."

MAYOR

Mayor John F. Shelley recalled the first subway proposal here, front-paged by

(Pics)

School children helped break ground in ceremonies at Powell and Market

The Chronicle in 1900, and praised the present project as a great regional service for an area in which San Francisco will remain the central core—and Edward stood quietly and rather stiffly, eyeing those lines of waiting shovels.

But somehow he was missed as they were handed out after the brief oratory. He ran toward the front of the line, but the shovels there were gone; he ran toward the back—too late.

Terrell Hill, director of the Market Street Development Project, one of the officials at the ceremony, spotted Edward, still empty handed, as the line of children carrying shovels marched along a strip from which PG&E crews had removed the Market street paving.

BANNER

"Here," said Hill, wresting from its bindings on a barricade one of the ceremonial white banners proclaiming the great "Dig in, Dig in, Market Street Subway . . ."

At the tag end of the line, little Edward marched valiantly with his flag, and stood at attention while 126 shovels went into frantic action, scooping as much as two feet of the soft, sandy earth from the strip onto the adjacent pavement.

When the children marched back to their buses to begin a tour of BART construction sites and its test track in Contra Costa county, Edward was grinning as widely as anyone

$1,750,000 For 5th St. To Grow On

Acquisition of property needed to extend 5th street across Market in downtown San Francisco was approved yesterday by the Supervisors Finance Committee.

They agreed unanimously to pay $1,750,000 to Howard Properties for two parcels of land at the triangular intersection of Eddy and Market streets.

City director of property Philip L. Rezos recommended the settlement with the property owners, although it was precisely $500,000 more than his own estimate of the value of the land and buildings.

DELAY

"Under the circumstances," he explained, "we can't afford delay or litigation. Some of this property will be needed almost immediately for work in connection with the rapid transit station nearby."

If the purchase is approved by the full Board of Supervisors on Monday, the city will acquire part of the property in September and the rest in February.

"By late spring," said Rezos, "we should have a tem-

From Page 1

porary roadway for the 5th street extension to Eddy street."

Among those places of business to be wiped out will be the Howard Clothing store, the Telenews theater and several small shops.

STATUE

In other business, the Finance Committee aslo approved the city's acceptanee of a 3½-ton bronze statue of Don Juan Bautista de Anza from the people and governor of the State of Sonora, Mexico.

"It's a typical equestrian horse, with one foot raised," reported Martin Snipper, secretary of the Art Commission.

He said the United States Army and Air Force are cooperating on bringing the statue to San Francisco, where an official acceptanee ceremony will be held in Civic Center plaza on September 8.

SITE

However, said Snipper, there has been no site selected for the statue, which has an over-all height of more than 20 feet.

Current suggestions include the Golden Gateway, Embarcadero Plaza and a site in the Presidio near which the Spanish explorer once camped.

The committee also expressed some interest at yesterday's meeting about the $200,000 budgeted to Chief Administrative Officer Thomas J. Mellon for luring the Republican convention to the city.

"Since it's going to Miami, will that money be put back into the city's general fund?" asked Supervisor Terry A. Francois.

The committee invited Mellon to its meeting on August 9 to discuss the money, but he will probably tell them what he has already informed the city's cultural groups: that they will receive the money on a pro rated basis.

Mellon's assistant, Tom Miller, said the groups were told their allotments will go up 16 percent each, raising them to 1966 levels.

Many Trees

Market Street Plan Unfurled

By Jerry Burns

The City Public Utilities Commission got its first official look at schematic drawings for the improvement of Market street yesterday. With certain reservations, it liked what it saw.

Architects John Carl Warnecke and Mario J. Ciampi unrolled vast lengths of handsome drawings which indicated their progress on plans to turn the city's main street into one of the nation's most handsome boulevards.

Design features, said Ciampi, will include trees from the Ferry Building to the Central Freeway, 35-foot sidewalks, sheltered bus loading areas, turn-outs for buses and special loading bays for trucks and cabs.

With streetcars and rapid transit cars underground, the surface of Market street will be developed more for pedestrians, with space for bus, truck and passenger car traffic.

"The trees and street lights will give Market a new strength and character," said Warnecke.

The Public Utilities Commission listened with few questions until James K. Carr, general manager of utilities, said he wants the Market street planners to answer some questions on public transit problems.

"These are fine plans, but they're not getting my approval until some simple questions are answered," he said.

Carr explained that his interests range from a small matter such as a bus stop at Jones and McAllister streets to a major matter such as the suggestion that the cable car system be shut down for six months when the Market street improvement actually begins.

"But these are not specific plans today," protested Edward Murphy, project manager of the city's Transit Task Force which is overseeing the Market Street Design Study. "These are just the schematic drawings, and you'll have the preliminary plans stage to question specific issues."

The schematic drawings, which are costing the city about $135,000, precede the final plans, which are expected to lead to massive Market street improvements by 1971.

The drawings, approved on Monday by the Art Commission and yesterday by the Public Utilities Commission, still face the Planning Commission tomorrow, the mayor on Monday and the Board of Supervisors on October 30.

Beautification

The Second Stage For Market Street

Plans for the beautification and rehabilitation of Market street have moved into the second of three stages, Mayor John F. Shelley said yesterday.

He announced that the consulting architects have completed the basic general design for the street and are now entering the preliminary and working drawing stage.

Shelley also said that Allan Jacobs, director of planning, will control visual design aspects of the project and will — in cooperation with the Department of Public Works — approve preliminary and working drawings.

During the second stage, said the mayor, the planners will make "many extremely important design decisions affecting the way Market street will finally look."

The third stage — actual reconstruction of the street — will be under the control of the Department of Public Works.

In their general design for the street, architects Mario J. Ciampi and John Carl Warnecke showed Market as a tree-lined boulevard with wide sidewalks, four lanes of traffic, special turnout spots for buses and trucks and extensive pedestrian amenities.

There has been no office price tag put on the project, but estimates range from $15 million to $35 million.

Examiner 12/7/67

Market St. 'New Look' Plan Pushed

City Planning Director Allan B. Jacobs has been given authority to approve preliminary and working plans for the projected $35 million transformation of Market Street.

Mayor Shelley, in delegating the responsibilities to Jacobs yesterday, said he did it with approval of Chief Administrative Officer Thomas J. Mellon and Works Director Myron S. Tatarian.

Jacobs will work with the Department of Public Works, the City's Transit Task Force and special consultants.

Mellon earlier announced that the cost of the project will require a bond issue of approximately $30.5 million and that the federal government will contribute about $4.4 million.

The Supervisors Planning Committee has yet to approve schematic drawings. It has held one public hearing and plans to hold at least one more.

Mellon predicted that "Market Street will become one of the world's great boulevards" when the work is completed.

Changes include widening of sidewalks to 35 feet; reducing traffic lanes to four; putting Muni streetcars into the BART subway, and landscaping from the Embarcadero to the Central Freeway.

Big Plans for The 'New' Market St.

By Jerry Burns

San Francisco's Transit Task Force asked the Board of Supervisors yesterday to put a $25 million bond issue on the June ballot for the face-lifting of Market Street.

The special study group, made up of representatives of various city departments, said the vast improvement of Market street must be coordinated with construction of the Bay Area Rapid Transit system.

If the bond issue is approved by the Board, and then by two-thirds of the voters, it will finance a massive reconstruction that will begin in 1969 and be finished — along with the BART subway — in the early 1970s.

The Task Force noted in a letter to the Board that the Market street project can only be coordinated with rapid transit construction if the bond issue is submitted, and passed, in June.

"There are two basic reasons for close coordination with BART," said project manager Ed Murphy.

"In the first place, money which BART is planning to spend anyway for restoration of Market can be diverted to our design work.

"Secondly, a coordinated

See Page 16, Col. 1

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construction schedule will minimize street disruption, benefitting downtown business and the general public as well."

COST

Murphy also said the full project to turn Market into a wide boulevard lined with trees and featuring handsome plazas will cost nearly $35 million.

If a bond issue provides $25 million, he said, the rest can be financed through gas tax revenues and from other sources.

In his letter to the Board, Murphy warned that to wait past June would raise the risk that BART's restoration of Market street would have to be torn up again when the improvement project gets under way.

DEMOLITION

"If the city lags behind," said the letter, "it will not only be unable to avail itself of the possible credits from BART but will also be caused the additional demolition expense of tearing out work which BART will have only recently completed."

Approval of the bond issue would allow Market street reconstruction to begin in the late summer of 1969. It is expected to require two and a half years to complete.

The Market street improvement bond is now one of many proposed bond issues being considered by the city's capital improvements advisory committee.

RECOMMENDATIONS

The committee is expected to recommend next week which bond issues should go on the June ballot. The Supervisors must make the formal decisions.

The Board already has under consideration the schematic plans for Market street as prepared by the architects employed by the Transit Task Force.

If the Board approves the schematics, the architects will prepare the preliminary drawings and then the final working plans.

Murphy hopes to have Board approval of both the plans and the bond issue in the next few months.

Chronicle 1/4/68

SF Shopping News 26 Jan 68

EDITORIAL

Make Market Street A US Champs Elysees

San Francisco has a challenging opportunity in the next few years to lift its physical appearance, particularly in the downtown area, up to the exciting quality of its natural surroundings.

It could become a queen city—if the oportunities created by BART construction, redevelopment projects and private building are related and coordinated so their total effect strengthens the structure of the city.

As painful as BART activities are today along downtown Market Street, they offer a chance of lifetime to create something great. If Market Street could be transformed into a tree lined boulevard, with plazas and open spaces, combining physical beauty with retailing efficiency, it would have enormous benefits for all San Francisco.

If this city—its officials and civic leaders and its tax-paying residents—have the courage and vision to do it, this city could become a place of true excitement, the Champs Elysee of the United States.

For this reason we think it very important that private groups as well as the board of supervisors and the mayor give serious thought to the Market Street reconstruction proposals of the Market Street Transit Task Force. This group, made up of various officers of city departments, has recommended a $25 million bond issue for the reconstruction.

Whether this is the amount necessary to do the job only study will show. However, if the city government procrastinates and agonizes over its Market Street problems the chance to coordinate any work with BART programs will vanish. The time to act on Market Street plans is now.

Editor's Viewpoint

Lobby deal backfires

By E. Cahill Maloney

A bond issue to finance rebuilding Market St. was given top priority by the City's bond screening committee, and anyone who has walked down San Francisco's main street recently undoubtedly knows why.

What most people did not know was that the $25 million bond proposal included a $3 million item for shoring up underground basements. (See story on Page 1.) The basements in question belong to the big stores which front on Market, but the underground space they occupy belongs to the City. The stores have been granted a revokable permit to use the space free of charge.

It seems obvious that local taxpayers should not be asked to put up $3 million to improve public land for the exclusive use of private parties. Nevertheless, the screening committee left the item in the bond proposal and no-one had any thought of doing anything about it until it became obvious that disclosure of the deal would create a public scandal.

This is not the kind of wheeling and dealing which would make City office holders and advisors rich. It is the kind of agreement which politicians believe they have to make to get programs acted on.

The improvement of Market St. is vital to the aesthetic and economic future of the City. But the downtown interests, reportedly, said they would refuse to back a bond issue for such needed improvement unless the basement refurbishing was made part of the package.

Local voters are becoming increasingly wary of large bond issues and the politicians obviously believed that the bonds could not carry without downtown support. Consequently they allowed themselves to be black-mailed.

In this particular instance the blackmail move may backfire because the City is now considering the entire rent-free underground basement question with an eye to charging for use of the space.

A City administration which has promised to ease the homeowner's property tax burden by shifting some of it back to the business community can hardly afford to ignore this basement rent as a revenue source. Giving the downtown boys free use of City space was wrong in the first place. To continue the policy now when the little guy is being taxed to the hilt, would be absolutely unforgivable.

We think it is about time downtown started paying its fair rent just the same as everyone else must. We also think it is about time the City stopped giving in to every pressure group which threatens opposition to a needed City program unless it gets some unneeded frill for its own private benefit.

Downtown isn't the only group which uses this tactic. The method is employed by civil service workers, small contractors, unions, realtors and scores of other special interest groups. Wherever there is money to be made — whether through freeways, redevelopment, code enforcement, zoning changes or parking lots — there is always plenty of action. Unfortunately much of this activity has nothing to do with the public good.

SAN FRANCISCO PROGRESS 14-15 Feb 1968

(1)

No more rent-free basements

By DONALD CANTER

Decades of freeloading by Market St. store owners may soon come to an end if the City goes through with plans to charge rent for sub-sidewalk basement space. The stores now occupy thousands of square feet of underground public property without paying the city a penny.

The basements will be bared when the City tears up Market St. from the freeway overpass to the Ferry building in order to resurface the thoroughfare in patterned brick. To accomplish this part of the Market beautification plan the areas over the "free" basements will have to be reinforced at an estimated cost of $3 million.

BOND ISSUE

The store owners had expected the taxpayers to pick up the tab for this work as part of the $25 million Market St. bond issue.

As a matter of fact, The Progress learned that certain downtown interests had threatened to withhold support for the bond issue unless the $3 million shoring up fee was included.

Although nothing was said about it, the store owners, presumably, took it for granted that they could continue to maintain basements on publicly owned property free of charge in perpetuity.

RENTAL CHARGES

Mayor Joseph Alioto told The Progress that as far as he is concerned there is no reason why this costly courtesy should be extended any longer.

He made it clear that even if the City foots the initial bill for reinforcing the basements, he will see to it that the City gets back $3 million and more besides in the form of rents.

(2)

'TRADITION'

When The Progress asked City officials why store owners had never been charged for the use of public space, some answered that it was a "time honored tradition." Others insisted that long ago the City Attorney's office had ruled it was illegal to rent out public property.

To make the use of the subsurface space legal, the store owners were given revokable permits which, technically, can be withdrawn anytime.

If the City really wants to get tough — which is most unlikely —

(Continued on Page 3.)

(3)

End of gravy train

Basements to Cost $$$

(Continued from Page 1.)

it could fill in the basement of any owner who is unwilling to pay for sidewalk reinforcement out of his own pocket.

If this were done, the Market St. bond issue could be reduced by $3 million.

Alioto, however, feels the City may be better off if it foots the bill now and charges the store owners basement rentals later.

In that way the City and the taxpayer will get back more money in the long run, the Mayor believes.

The information that $3 million for reinforcing what is, in practice, private property was, and still is, part of the Market St. bond issue was not volunteered by any City official.

It was uncovered when The Progress scrutinized the cost of Market St. improvement and found the charge was much higher than the work warranted.

Only after that discovery did City officials explain that the paving work was so expensive because of the need to rebuild the public-private basements.

Free basements to go

Officials plan rent schedules

The era of "free" basements under Market St. and other parts of town is rapidly drawing to an end as City officials work on a rental schedule that will, hopefully, bring millions of dollars into the City's treasury.

Mayor Alioto ordered a crackdown on the time-honored freeloading practices of downtown stores, office buildings and hotels following disclosure by The Progress that $3 million of the proposed Market St. beautification bond issue was to be spent on rebuilding the free basements.

FEE SCHEDULE

There's just one major problem: Determining who should pay what. Since many sub-sidewalk basements under public property were bootlegged in without building permits, nobody in City Hall has the vaguest notion how much free space is actually around.

According to the Market St. task force, there are some 170,000 square feet of basement space intruding on public property from the freeway overpass to the Ferry Building.

BART USE

Some of this space, however, has been or will be taken for use by the rapid transit tube and the various BART stations.

City controller Nathan Cooper said owners of some of the basements have let it be known they may vacate their basements if they have to pay for them.

"We're now checking with a number of City departments to find out just how much basement space there really is in town," said Cooper.

At the same time Cooper and his staff are drawing up a rental schedule for City-owned basement space that will remain in use.

For the sake of equity, Cooper

(Continued on Page 10)

An end in sight for downtown freeloading

(Continued from Page 1)

said, owners of basements in the heart of downtown may expect to pay a lot more for the privilege of using the space than some stores at Market and Church Sts.

Those stores using the sub-sidewalk area for retail space will be charged a lot more than those using the basement for storage only.

And assistant controller Wally Wortman said that when it comes to rental rates, those basements located in areas adjoining to BART station entrances will be considered as "prime" property.

The Market St. basements will be bared when the sidewalks are torn up and resurfaced in patterned brick.

Cost of this job, including the building of several plazas and landscaping of Market St.: $25 million.

Of this amount, $3 million has been set aside to reinforce the sidewalks over the now free basement space.

As things stand now, these millions will stay in the bond issue to be submitted to the voters in June.

But Alioto expects the City will get all—and much more—back once it calls an end to the freeloading era and starts charging for the public space in a businesslike manner.

SF Progress 2/29/68

S. F. Chronicle 4/18/68

Market St. Merchants Seek BART Relief

More than a dozen Market street merchants complained to the Board of Supervisors yesterday over the effects of rapid transit construction on their business.

The store owners — on Market between Sansome and New Montgomery streets — charged that business has dropped off "considerably" since construction has hidden them behind barricades and cut pedestrian traffic by more than 50 per cent.

"The barricades . . . were supposed to be at least two feet lower than they are," said the merchants. "They keep the people from using the sidewalks, which have been narrowed to such a degree that it is difficult for people to pass one another."

The owners said they face an emergency situation and need help "so that we can weather the storm for the duration of this construction of the Montgomery street station."

If the supervisors cannot exert their influence to lower the barricades, create more pedestrian crossings and restore more bus and streetcar stops, the merchants asked for temporary tax relief.

Their letter was referred to the Board's Fire, Safety and Police Committee for consideration.

Market Street Has a Lovely Future—If Voters Say 'Yes'

It may be hard to believe, as you walk through BART's cacophonic din past a succession of schlock shops unmatched this side of New York's 42nd Street, but there is a beautiful and functional new Market Street in your future.

How far in your future depends upon the voters on June 4.

If Proposition A — a Market Street development bond issue in the amount of $24.5 million—is approved by two-thirds of the voters, rehabilitation of Market Street will follow on the heels of rapid transit.

If the bond issue is defeated, its proponents believe, The City will have lost its best opportunity to convert Market Street into San Francisco's handsomest, liveliest boulevard.

ESSENTIAL WORK

"This is not merely a beautification program," says Terrell Hill, executive director of Market Street Development Project, the child of downtown business.

"About $6 million is for beautification. The rest is for necessary public works.

"Market Street is being dismembered by BART's contractors. It will be put back together again.

"We can put it back together in the same way — or we can put it back together in a new and more beautiful way. We can have the old Market Street — the product of a generation of neglect and deterioration — or we can have a great new Market Street."

COSTLY PROJECT

To do the job the way city planners and downtown businessmen would like to see it done will cost an estimated $24.4 million.

This includes an inflation allowance — based upon a predicted rise in construction costs of 5 percent a year for five years — of $5.5 million, the most generous hedge against inflation the planners could justify.

A little under $10 million will come from the U.S. Department of Housing and Urban Development ($4.5 million), from gasoline taxes and parking fines ($3.75 million) and from leftover street bond money ($1.65 million).

Proposition A is expected to supply the rest.

SAVINGS POSSIBLE

Planners and engineers consider $24.4 million a bargain price for the new Market Street — a wide, handsome, tree-lined boulevard, broken at intervals by plazas; with both rapid and local transit underground; with pedestrian underpasses at key intersections; with new lighting, street furniture, new traffic signals; with new malls on Powell and Leavenworth Streets and improvement of the Fulton Street Mall.

Millions of dollars can be saved now because BART is taking Market Street apart and is obligated to put it back together again.

For example: When BART completes the Powell Street station (a job which requires removing the street surface and moving all the underground utilities) it can restore the surface in accordance with the Market Street Development Project master plan.

That's 700 feet of the new Market Street.

Where the Money Will Go

New roadway and sidewalk	$7,600,000	Plaza	$ 500,000
Light	650,000	Powell Street Station Plaza	1,500,000
Street furniture	650,000	Fulton, Leavenworth, Fulton malls	1,000,000
Landscaping	2,430,000	Treatment of Mission Line stations, Upper Market Station and West Portal Station to consist with Market Street stations	1,000,000
Municipal Railway refurbishing	1,200,000		
Sewers	1,250,000		
Fire protection (hydrants, mains)	1,340,000		
Civic Center Station			

26 May 1968
SF Exam-Chron

There are five such 700-foot stations — a total of 3500 feet of BART-financed restoration, about a third of the project area from The Embarcadero to the Central Skyway just west of Valencia Street.

NEW LOOKS

If they look honestly, they must admit that central Market Street has degenerated into an endless row of marginal, sleazy, tawdry stores and arcades.

Sections of it are no better than Times Square — the epitome of urban vulgarity.

Lower Market Street has been improved, in recent years, by a number of well-designed high rise office buildings, of which the Crown-Zellerbach Building was the first and still is one of the handsomest.

SOUND STRUCTURE

Many of the buildings from Third Street west are architecturally sound; some are even distinctive.

What is needed, most observers agree, is fewer and better tenants in the street level shops, with a common facade treatment and common signing. (The redesigned street level of the Fox-Warfield Building is an example of this.)

The private group which Hill heads works to encourage this, to bring tenants and owners together.

When Howard Clothing, for instance was driven out of its location by the Fifth Street extension project and moved up next to the St. Francis Theater, the store planned to hang a large sign over the sidewalk to match the overhanging marquee of the theater.

PIGGYBACK PLAN

As it happened, the theater was about to redesign its lobby in preparation for another piggyback operation (two smaller movie houses).

Hill persuaded both to adopt signs flush with the building facade instead of competing for attention over the walkway.

Such victories are small, he concedes, but every good example gives other merchants something to think about.

"It is the marriage of private and public projects that will make a great new Market Street," he says.

PUBLIC'S ROLE

The private sector will spend, in the next few years, the greater sums on Market Street. The Proposition A bonds are the public's contribution to the job, the kind of overall refurbishing of the urban setting which only public effort can plan and carry out.

Proposition A has a few open enemies. Its greatest hazards are public apathy and the penny-wise, dollar-foolish views of those for whom second-rate is good enough.

The earthquake and [illegible] destroyed most of the downtown area, but the rebuilding brought about an even greater boom on Market street.

During the ensuing 25 years, the downtown area was covered with a transit network and Market street was its terminus or crossing point. Real estate values continued to rise, sometimes spectacularly, at San Francisco became more and more the center of the Bay Area.

AUTOS

Soon, however, with the proliferation of the automobile, public transit began to diminish in number of fares and in services, and by 1934 vehicular congestion was common.

A subway system was proposed, but defeated in a 1933 bond election. The Bay Bridge was opened and the ferryboats were eventually finally stilled.

Major new buildings began to shift away to Montgomery street and toward Nob Hill. The great volume of people that had been supporting Market street activity slowed and the street began its physical decline.

REVIVAL

World War II reversed the trend temporarily but soon afterward the previous decline began again — until the 1950s. Then, the prospect of a rapid transit system started renewed interest in revitalizing the street.

New developments such as the Crown Zellerbach and Standard Oil buildings and their adjacent plazas began to appear. Others, like the Citizens Federal Savings Building, were remodeled. Three new major buildings are now under construction, adding to the boom: Mutual Benefit Life, Crocker-Citizens and Roos-Atkins.

The physical decline of the city's main artery has been halted again. But whether it remains so or begins again, as it did after the war, will be decided when Proposition A is decided next Tuesday.

Tomorrow: What Proposition A will buy.

S. F. Chronicle 5/29/68

Mayor Rises To Speak For Prop A

A happening, of sorts, was staged some 20 feet above Market and Fourth streets at noon yesteray to the delight of observers and consternation of Municpal Railway drivers.

The event was called by the promoters of Proposition A, which would renovate downtown Market street, on the June 4 ballot.

While streetcars and buses clanged by, the mayor of San Francisco and a few other men stepped onto a platform and were hoisted into the air near the middle of the intersection.

"Let this be a lesson," said the mayor, Joseph L. Alioto, "don't ever put an Italian on a balcony."

He smiled at the lunchtime throngs and waved to the workmen building a department store nearby and said the new Market street would take second place to none in the world.

Herman Gallegos, a leader in the city's Spanish - speaking community, asked: "Shall we cover it (Market street) with asphalt and settle for mediocrity? No, the issue is more than beauty, alone. It is jobs . . ."

Another speaker, Bill Chester, regional director of the International Longshoremen's and Warehousemen's Union, reiteration that the renovation will mean "new jobs — without discrimination. . . ."

The $24.5 million bond issue provides for a dramatic reconstruction of the dingy thoroughfare, including two spacious plazas, landscaped malls, sheltered bus loading zones, new lighting, installation of benches and distinctive sidewalk paving.

Banker Named Head Of Prop. A Committee

Paul E. Hoover, honorary board chairman of the Crocker-Citizens National Bank, today was named by Mayor Alioto to head a volunteer committee for Proposition A — the $24.5 million bond issue to rebuild Market Street.

Under the plan, Market Street from the Ferry Building to the Central Freeway would be transformed into a pedestrian-oriented, tree-lined thoroughfare.

"San Francisco missed its great chance to rebuild Market Street after the fire and earthquake of 1906," the mayor said. "By the 1930's, Market Street was rapidly going downhill."

THE CHOICE

Alioto said that once the subway builders finish their work, "we can either put Market Street back the way it was — uninspiring, drab, congested — or build this magnificent boulevard, another great attractive feature of our city."

Hoover pointed out, "Because of the imminence of the subway, some areas of the street already have started to boom. There is vitality along Market Street in the new Wells-Fargo, Standard Oil, Crocker-Citizens and Fox Plaza buildings. And Roos-Atkins is building the first major retail store in 20 years on the south side of the street."

Hoover also noted that increased retail activity will bring added sales tax revenues to the city, will mean an expanded tax base, and this will help take tax pressure off homeowners and renters.

Joseph Martin, Jr., Mrs. Anita Martinez, Joseph Mazzola, Thomas J. Mellon, J. M. Menzies, Wilson Meyer, Most. Rev. Kilmer Myers, John D. Monaghan, Frank "Lefty" O'Doul, William H. Orrick, Jr., Terrance O'Sullivan, Frank Paganini, Loyd Pflueger, Mrs. Charles B. Porter, John Riordon, Oliver M. Rousseau, James J. Rudden, Albert E. Schlesinger, John F. Shelley, Walter H. Shorenstein, Robert Sinton, John E. Sullivan, James F. Thacher, Timothy J. Twomey, Stephen Walter, Mrs. Osceola Washington, E. Hornsby Wasson, Morris Weisberger, Howard H. Wong, Harold Zellerbach.

Alamo Square Association; Building Owners and Managers Association; Board of Directors, S. F. Greater Chamber of Commerce; Chinese American Citizens Alliance; City Planning Commission; Board of Directors, Down Town Association; Chairman, Capital Improvement Advisory Committee; Northern California Chapter American Institute of Architects; San Francisco Beautiful; San Francisco Building and Construction Trades Council; San Francisco Joint I.L.W.U. Legislative Committee; San Francisco Labor Council AFL-CIO and San Francisco Street Planting Advisory Committee.

$34 MILLION

"We have seen in city after city," he said, "that when the downtown business area declines, neighborhood taxes go up."

The total cost of renovating Market Street, Hoover said, will be $34 million.

"But the city already has $9.9 million from federal grants, from approved bonds and gas tax funds," he said. "Thus only $24.5 million in bonds are needed."

Hoover said that Ferdinand R. Stent, a vice president of Crocker-Citizens National Bank, will be treasurer of the volunteer committee.

Ninety San Francisco civic leaders and 13 major endorsing organizations have signed the official ballot argument for Proposition A, Hoover said. Members of the committee and the sponsoring organizations include:

Mrs. Lionel Alanson, Jr., Richard A. Bancroft, Edward A. Barry, Reverend George L. Bedford, Peter Bercut, A. Brooks Berlin, Morris Bernstein, James B. Black, Ben Blumenthal, John Bolles, Rev. Hamilton Boswell, Matthew Boxer, Harry Bridges, William Brinton, Henry F. Budde, Henrik Bull, Mrs. Allan B. Charles, William Chester, William Jack Chow, George Christopher, William P. Clecak, William Hunt Conrad, Ransom M. Cook, Sheldon G. Cooper, Charles Crocker III, John P. Crowley, Mrs. Margaret Cruz, Mrs. Curtis Day, Daniel Del Carlo, Charles DeLaniur, Armond DeMartini, Adolfo de Urioste, John Walter Oinkelspiel, Joseph J. Divirny, Keith Eickman, Paul B. Fay Jr., Don Fazackerley, Mrs. Bertram Feinstein, Elmo E. Ferrari, Brian Fewer, John F. Fiscone, Jr., Alvin I. Fine, Mortimer Fleishnacker, Jr., Herman E. Gallegos, Louis Garcia, Robert Gerdes, Richard N. Goldman, Robert E. Gonzales, Walter M. Gordon, Mrs. Henry Grady.

Gregory Harrison, Sam K. Harrison John Heilman, Marco F. Hellman, David Jenkins, George W. John., Elmer G. Johnson, Vernon Kaufman, Elizabeth R. Kelley, William Kent III, Wm. H. Kilpatrick, Donald B. King, J. Rufus Klawans, Mrs. Hans Klussman, Daniel E. Koshland, Ted Kuska, Stephen C. Leeman, Jr., Orville Lester, Dan E. Lomont, Francis Louie, Louis Lurie, Robert A. Lurie, William E. McDonnell, Garrett McEnerny II, Marshall P. Madison, Cyril Magnin, J. W. Maillard III, William Malone, Thos. A. Maloney, Alan S. Marchmont,

San Francisco Examiner

Wednesday, May 22, 1968

The Opportunity On Market St.

PROPOSITION A is a $24.5 million bond issue to transform Market Street into the great thoroughfare it was always intended to be and never has been.

This is the most important issue on the June 4 city ballot. For it represents a creative opportunity that may not come again for a hundred years. It was missed once, after the 1906 earthquake-fire. Let us not miss it again.

Almost literally the time is now or never. Either the citizenry acts now to make this spine of The City—this one street that belongs to all San Franciscans—into a landmark of quality and beauty, or the subway diggers will fill up their holes when they finish and the same dreary Market Street of yesteryear will re-emerge.

The total cost is placed at $34.4 million. Of that, $9.9 million is in hand from a federal grant, gas tax funds and other sources. The bond issue of $24.5 million represents the balance needed.

The cost estimate includes an unusually high figure of $6.6 million as a contingency against inflation. City officials wisely do not want to be caught short of funds—as BART was caught short—if construction costs continue to increase at the current rate of 5 percent per year.

Not all that money need be spent if (a) the inflation rate is slowed, and (b) city officials push the work with dispatch. They have pledged to do so. We shall do our part to hold them to the pledge.

THE CITY CONTROLLER is required by law to state (in the voters handbook) the costs of paying off the bonds in terms of their effect on the property tax rate. But it should be remembered that the bonds actually would be retired from The City's sales tax income of $22.5 million a year. The tax rate would not be affected.

Let us emphasize that this planned transformation of Market Street is not a mere surface or cosmetic job.

It is a complete replacement of everything on the street from building line to building line, with new and distinctive materials for sidewalks, crosswalks, gutters and street furniture.

It is a new kind of street, Old World in spirit but as modern as tomorrow, with handsome sunken plazas at the Powell and Civic Center subway stations and with malls extending up Powell, Fulton and Leavenworth Streets.

It is a street with new breakthroughs at Fifth and Seventh Streets to make Market unify instead of divide the rapidly growing business areas north and south of it.

ALREADY THE COMING of the subway had created a construction boom on Market Street—the Fox Plaza, Roos Atkins, Crocker Plaza, Wells Fargo, Standard Oil and Mutual Benefit Buildings. In our judgment the further development of Market into a great thoroughfare will accelerate that boom, to the great benefit of the tax rate.

We wholeheartedly recommend YES on Proposition A.

Quieter on Market

Subway Going Underground

By Elmont Waite

Clamor and confusion on Market street will decrease somewhat now that subway construction is beginning to move into its second phase, director Terrell Hill of the Market Street Development Project said yesterday.

Hill, speaking for his organization of property owners and businessmen along the street, explained that in the second phase Muni bus and streetcar stops and crosswalks for pedestrians will remain fixed for 18 months.

And, during second-phase construction, he said, "most of the heavy equipment and noise will actually be beneath the street."

SITES

Contractors already are in phase two of their three-year project on Market at the Montgomery street station, Hill said, and "will be shortly" at both the Powell street and Civic Center station sites.

In phase two, he said, Muni buses and streetcars will run along the sidewalk curb lines, rather than switching back and forth across the street. And in this phase, which will continue for 18 months, contractors' work will be beneath the center of the street, mostly beneath heavy timber decking.

Hill gave this schedule for the new, 18-month Muni bus and streetcar stops:

BUSES

Montgomery street: Inbound Muni buses already are stopping at the new stop zone just east of New Montgomery street. By early June, inbound streetcars will discontinue East of Third street, and add west of Annie street to their stops; and both buses and streetcars, outbound, will by July 1 be stopping at the Post street intersection.

Powell street: By mid-August, both buses and streetcars, inbound, will be stopping in front of The Emporium; and by July 10, outbound buses and streetcars will be stopping at the Powell street intersection.

Civic Center: Already, inbound buses are stopping at the TowneHouse; and by September, outbound streetcars will be stopping at the Fulton street intersection.

"In all station areas, the present temporary stops will be discontinued as the above 18-month stops are opened," Hill explained.

His organization and Muni are cooperating to provide small strip maps, showing the new stops, to be distributed on buses and streetcars using Market street.

CROSSWALKS

Crosswalks for pedestrians, across Market, also will remain fixed for the next 18 months in these locations, Hill reported:

Montgomery: From east side of Montgomery to New Montgomery, and at east side of Second street (Balboa building).

Powell: From west of Fourth street (at Crocker-Citizens National Bank); from just east of Powell street (Woolworth store to The Emporium); and from just west of Fifth street (at J. C. Penney store, to match a sidewalk in new Fifth street extension north of Market).

Civic Center: From west of Seventh street (when Seventh is extended across Market); and from just east of Eighth street (TowneHouse).

"Beginning in June," Hill said, "you will see demolition and construction activity take place that will result in a completed extension of Seventh street (across Market) to McAllister by late August.

S.F. Chronicle
5/31/68

San Francisco Chronicle · 11
Mon., June 10, 1968

Upgrading The Stores On Market

Property owners and business operators along Market street already are beginning their own planning to upgrade their stores to match an improved street, Terrell Hill reported yesterday.

Hill, executive director of the private owner's Market Street Development Project since March of 1967, told The Chronicle:

"Now that the public has acted, by approving a $24 million bond issue to improve the street, it is time for our property owners to keep pace — and I'm sure they will."

The Market Street Development Project, privately organized and privately financed, is already laying plans for "block by block analysis" of the buildings and business operations that can be improved, Hill reported.

"We are working first on the block between Fifth and Sixth streets," he said.

"And I might say that we are all extremely pleased that the city of San Francisco has recognized this opportunity to make such a dramatic change in its main thoroughfare."

Engineering drawings for the length of the street will have to be finished by next November, he said, so that when the Bay Area Rapid Transit District contractors start replacing the surface of the street after subway excavations "they'll know whether to put curbs here or there, light poles here or there."

Meanwhile, he said, "our property owners along the street are going to work on their own, to upgrade their own buildings."

One major problem that will be tackled almost immediately, he said, is "to get the schlock (junky little shops) off this beautiful new street."

How?

"It's a matter of persuading the owners that they can do better than renting space on this upgraded street to such tenants," Hill explained. "We believe that this can and will be done."

Bond Vote to Decide Future

Market St. at Crossroads

By Ron Moskowitz

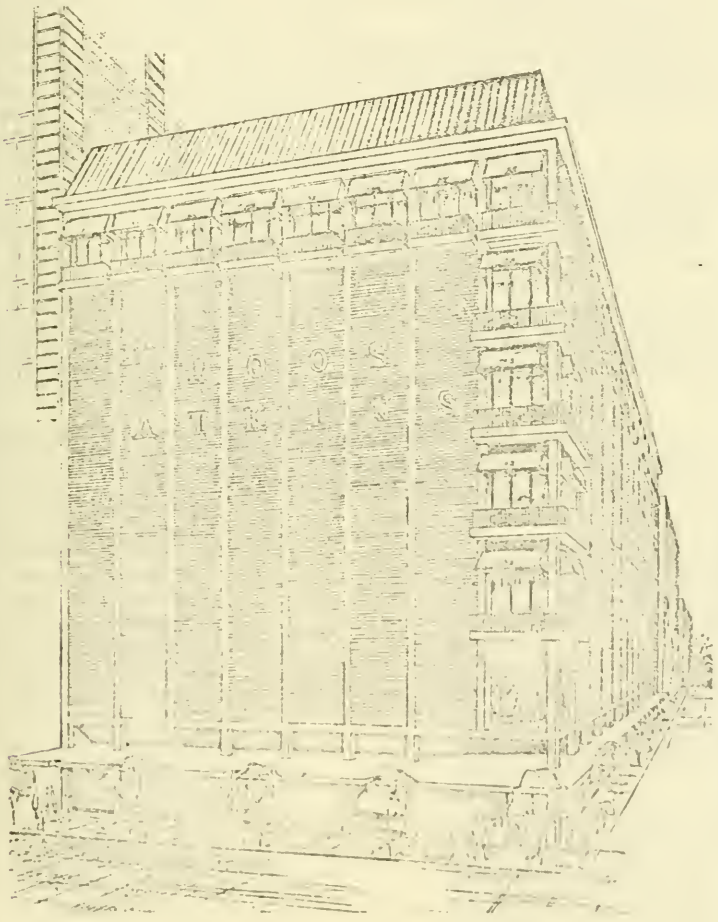
When the BART subway is finally finished two years from now, workmen will begin putting back together what was once one of the greatest thoroughfares in the world.

There is no doubt that Market street, the matriarch of San Francisco's avenues, will recover from the major surgery she has undergone.

But what will the patient look like?

Will the workmen be forced to leave her scarred and tawdry as she now is, standing as a sleazy wall dividing the north and south portions of the city?

Or will skilled craftsmen be called in to redesign the city's main street, open it up, and make it the most beautiful in the world?



This new Roos Atkins building under construction is part of the anticipated renaissance of Market street if the voters approve Proposition A.

The choice will be made Tuesday when voters go to the polls to decide on Proposition A. It is the $24.5 million bond issue to improve the street.

The voters will determine more than how Market will look. They will determine the entire character of the street and what types of businesses it will attract.

They will be deciding whether Market street will once again become the proud center of the city's marketing area or whether it will continue its dreary, sleazy, honky-tonk slide downward.

Whatever they decide will be final. San Francisco would never tolerate a second total disruption of the street.

HISTORY

Market street is as old as San Francisco. In 1847, Jasper O'Farrell, in laying out the new town, drew a broad diagonal slash down the trough from Twin Peaks to the Bay.

He had in mind a great boulevard. There was some criticism at the time by those who considered the street's width of 120 feet extravagant.

But by 1870 it was recognized as a handsome setting for civic processions, marching societies and the Chinese celebrations which were already a part of the city's unique character.

By 1875, with the construction of the Ferry Building, Market street had become the main terminus and funnel of trans-Bay traffic.

CENTER

And by the turn of the century, the cable car, ferry boats and the advent of electricity and the telephone had combined to make San Francisco the center of the growing region — and Market street the main artery of the bustling city.

4 San Francisco Chronicle ☆ Fri., May 31, 1968

Proposition A Choices

Beautiful Boulevard or Same Old Market Street

By Ron Moskowitz

Proposition A would buy San Franciscans a new Market street that could easily be the most beautiful boulevard in America.

And it wouldn't cost them a cent more than they're already paying.

All of the money needed to retire the $24.5 million in bonds would come from San Francisco's share of the sales tax, which is larger each year.

SHARE

That share this year will be more than $22 million, much more than is needed to retire all of the city's outstanding bonds plus all of the bond issues on the current ballot.

The beautification program planned for Market street would be more than a facelifting. It would be a complete reconstruction of the street, the sidewalks and adjacent areas.

The total cost would be $34.4 million. But the city already has received $9.9 million from Federal grants and other sources, so voters are being asked to approve only two-thirds of the cost.

To make sure that what they get for their money would be the best planning and design possible, Mario J. Ciampi & Associates and John Carl Warnecke & Associates were hired as urban design consultants.

PLAN

After months of work, they came up with a plan for a tree-lined, plaza-studded street that would be the envy of any metropolis.

Their new Market street would be designed for people, not automobiles or trucks or streetcars. The design is bold and dramatic.

It would serve to link the major areas of the city both visually and functionally, thus unifying the city's core.

Market street would no longer become the wall separating the northern and southern sectors of the city, but a melding influence instead.

PATTERNS

Even the street patterns north and south of Market would be joined for the first time at three important points — First, Fifth and Seventh streets, which would then cross market in straight lines.

From the Ferry Building to Valencia street, this handsome new thoroughfare would attract pedestrians, encourage retail activity and provide a park-like environment for all San Franciscans and for the city's many tourists as well.

Functionally, the street would change in design as its roles change. Downtown it would be a pedestrian-rapid transit oriented street with a four-lane roadway and 35-foot sidewalks.

Periodic right-turn lanes and service bays would narrow the sidewalk width to 26 feet, but would speed traffic on its way.

ROADWAY

Beyond Van Ness avenue, the street would become a major throughfare and its roadway would widen to eight lanes.

The redesigned Market street has been engineered to increase the traffic flow within the downtown area to 115 per cent of its present volume.

The service bays would be located and sized through a survey of the service needs of properties along the street. There would be a minimum of one bay to every block.

Entrances to the subway at both Powell street and at the Civic Center would be marked by extensive, spacious plazas which, like all pedestrian areas, would be marked by a rich pattern of warmly colored unit paving blocks.

LIGHTS

There would be completely new street furniture. Everything from the famous "Path of Gold" light standards to and including benches, street signs, telephone booths and even garbage cans would be redesigned to complement one another.

Streetcars would be moved underground and trolley buses, with their overhead lines, would be removed from the street. Motor buses, using sheltered bus zones for loading, would replace them.

If Proposition A passes, work can begin in the fall of 1969 so that it would be completed at the same time the subway is completed in 1971.

(Second of two articles)

Voters OK $24.5 Million Market St. Bond Issue

City and County Propositions

A	$24 million bond issue to refurbish Market street	YES	146,657
		NO	65,158

Big Support For a 'New' Street

By Jerry Burns

The passage of Proposition A insures San Francisco of one of the most handsome, dramatic boulevards in the Nation and the world.

By approving hte $24.5 million bond issue, voters agreed that Market street—when it is rebuilt following completion of the Bay Area Rapid Transit work—will be totally restyled.

Gone will be streetcar tracks and narrow sidewalks. In their place: broad, sweeping sidewalks, with attractive shade trees and modern, durable street furniture.

Streetcars will be underground, in the Municipal Railway tunnel, while the city's new fleet of motorbuses will operate on the repaved surface.

No issue (and certainly no candidate) on the ballot attracted as widespread and nonpartisan support as did Proposition A.

Its formal supporters included Mayor Joseph L. Alioto, the Board of Supervisors and and every major political figure.

It was also supported by nearly every business, labor, ethnic, neighborhood and professional group in the city, as well as individuals from the world of finance, banking, commerce and the law.

The successful ballot measure, which required approval by two-thirds of the voters, will provide the city's share of the cost of doing more than merely replacing the Market street which rapid transit ripped up.

By agreement, BART is committed to do no more than replace what it cut into — a patchwork street with narrow, crowded sidewalks fronting on all manner of business fronts.

However, it has long been the hope of city officials that a bond issue like Proposition A, combined with the effects of the mess created by rapid transit construction, would clean out the seedy operations along Market street.

The economic theory has been that many of the low-class operations — such as "adults only" bookstores and arcades of various descriptions — would be forced out when transit construction cut down their patronage.

Further, the theory has been that the newly rebuilt street will increase property value on Market so dramatically that it will no longer be economically feasible to operate the surviving junk businesses. If nothing else, rents will go up enough to force out the arcades and so-called bookstores.

The city's $24.5 million, combined with $4.5 million from the Federal government, $3.75 million from gasoline taxes and $1.65 million from other bond funds, will provide the $34.4 million needed to build the new Market street.

(It will actually cost taxpayers $33.3 million to provide $24.5 million in usable cash, the difference being the cost of interest in floating $24.5 million worth of bonds over 15 years.)

The new Market street will be four lanes wide from the Ferry Building to Grove street, six lanes wide from Grove to Van Ness avenue and eight lanes wide from Van Ness to Castro street.

Sidewalks in the downtown center will be 35 feet wide, with indentations for ~~bus~~ loading and servicing stores along the street.

The two largest items in Proposition A are $7.8 million for paving of the new sidewalk and street surface and $2.4 million for landscaping of the new sidewalk areas.

It also provides $1.7 million for a Powell Station Plaza, at Powell and Market, as the major entrance to the retail shopping area for riders on rapid transit.

APPROVING MARKET STREET DESIGN STUDY OF SCHEMATIC STREET DESIGN, POWELL STREET AND CIVIC CENTER PLAZA DESIGNS; FAVORING A BOND ISSUE TO FINANCE PROJECT; AND RECOMMENDING PREPARATION OF PRELIMINARY DESIGN PLANS FOR THE RESTORATION OF THE SURFACE OF MARKET STREET AND FOR THE ADJACENT PLAZA AREAS.

RESOLUTION NO. 116-68

WHEREAS, The Board of Supervisors of the City and County of San Francisco, by its Resolution No. 663-66, dated September 26, 1966, did establish the basic operational policy for Market Street by approving the City's Urban Design Consultants' plan for four (4) moving lanes of traffic with a basic roadway width of fifty feet (50') with sidewalks thirty-five feet (35') wide throughout the full length of BARTD's subway station areas and, where necessary, at points, twenty-six (26') wide to allow for loading bays and exiting vehicular traffic and did request that all implementing action consonant with said approval be taken; and

WHEREAS, This policy has subsequently been translated into the schematic design plans for the restoration of the surface of Market Street and for two adjacent plaza areas (at BARTD's Civic Center and Powell Street subway stations) by the City's Urban Design Consultants; and

WHEREAS, The schematic design plans to depict the three major aspects of design: (1) the overall environment of trees, planting, sidewalk materials, and open spaces; (2) the functional characteristic of roadway design and curb alignments; (3) kiosks, street equipment and furniture; and

WHEREAS, The schematic design plans have been critically reviewed by the staffs of interested and affected City departments, including the Redevelopment Agency; and

WHEREAS, The schematic design plans have been critically reviewed by the Art Commission, the City Planning Commission, the Public Utilities Commission, and the Mayor, and subsequently approved by each of them; and

WHEREAS, The comments and recommendations made in these reviews have been largely of an operational nature which have been incorporated in the schematic plan or will be further studied in the subsequent preliminary plan to stage; and

WHEREAS, Approval by the Board of Supervisors of the City and County of San Francisco of these schematic design plans is essential in order to proceed into the final phases of preliminary and construction documents; and

WHEREAS, To implement the schematic design plans for restoration of the surface of Market Street and for the adjacent plaza areas, certain public policies and actions must be effected which would involve street closures, street improvements, service and delivery considerations, utilities relocation, transit systems, subway surface appurtenances, and street trees; now, therefore, be it

RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby approve the Schematic Design Plan for restoration of the surface of Market Street as depicted by the Consultants on the following plans and drawings:

1. Schematic Street Design Plan, Scale 1" = 50', dated September 12, 1967, as to the establishment of the design concept of the ceremonial way and the functional way, the scale and hierarchy of surface spaces, the general tree massing and configuration, and the general concepts of the pedestrian environment in design terms of overall pattern of the sidewalk material, and the unit paver extending through the crosswalks;

2. Schematic Surface Design and Street Furniture Plan, Scale 1" = 50', dated September 12, 1967, as to the establishment of the tree planting plan, the street equipment location plan, surface materials in terms of area and extent of pattern, and location of street furniture;

3. Schematic Functional and Street Equipment Plan, Scale 1" = 50', dated September 12, 1967, as to the establishment of the functional and operational design of the street in terms of curb assignment, right hand vehicular turning lanes, service and delivery bays, crosswalk design and location, street closures, lane designations, illumination and intersection design, subway entrances and locational plans for street equipment; and

4. Financial Area—Detail Street Design Sketch A, and Retail Area—Detail Street Design Sketch B, both to Scale 1/8" = 1', and both dated September 12, 1967, as to the establishment of the design character of typical blocks and intersections of the street, in terms of location and design of paving materials and patterns, curbs, gutters, center roadway markings, drainage, catch basins, crosswalks, lane indicators, street equipment, street furniture, subway entranceways and line vents;

5. Street Sections A, B, and C, all to Scale 1/4" = 1', Sections A and B, dated July 18, 1967 and Section C, dated August 22, 1967, as to the establishment of the general three-dimensional character of the street and, particularly, the transverse relationships of tree planting, lamp standards, subway entranceways, lane widths, service bay provisions, and tree spacing, shapes, sizes, and general spread dimensions;

6. Street Equipment and Furniture, a set of five drawings, dated September 19, 21, and 22, 1967, and Proposed Bus Shelter, dated September 19, 1967, as to the establishment of the general character of the overall design of the following items of street equipment and furniture; street sign, sign pole, police call box, fire call box, fire alarm, traffic control box and public telephone, lamppole base, supplementary lighting fixture, display case, kiosk, bus shelter, bench with back, bench without back, tree guard and lighting fixtures, trash receptacle, drinking fountain, newspaper vending machine, and subway identification sign; and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby approve the Schematic Design Plan for the Powell Station Plaza as depicted by the Consultants on the following plans:

1. Powell Plaza Plan, Scale 1/16" = 1', dated August 22, 1967;

2. Powell Plaza Section A, Scale 1/8" = 1', dated August 22, 1967;

3. Powell Plaza Section B, Scale 1/8" = 1', dated August 24, 1967;

as to the establishment of the general design character of the plaza development as described in the aforementioned report and the basic concepts of the general circulation flow, the relationship with the BARTD Subway Mezzanine, the lower level design with the concourse connecting under Fifth Street with shops and commercial activity; the general configuration of the steps, the general location of the escalators, landscaping, planting, surface materials, and sculpture; and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby request the Market Street Task Force and the Market Street Consultants to restudy the establishing of the overall character of the functional and spatial development of the station area at Civic Center, giving consideration to a corner location on the south side of Market Street, the redesign plans to be presented to the Joint Planning and Development and Streets and Transportation Committee and the Board of Supervisors, the required land acquisition, street closures, vehicular provisions, pedestrian provisions, subway entrance configurations, landscaping, planting, surface materials, sculpture, street equipment, and street furniture; and, be it

FURTHER RESOLVED, That to implement the schematic designs for the restoration of the surface of Market Street and for the adjacent plaza areas, the Board of Supervisors of the City and County of San Francisco does hereby declare as a matter of policy that it is its intention to:

1. Close the following streets to through vehicular traffic at Market Street and their respective conversion into pedestrian areas:
   a. California from Drumm to Market
   b. Bush from Battery to Market
   c. Baker from Market to 100' south
   d. Annie from Market to 100' south
   e. Powell from Ellis to Market
   f. Eddy from Anna Lane to Market
   g. Leavenworth from McAllister to Fulton
   h. Fulton between Hyde and Market;

2. Widen Anna Lane Street from Eddy to Ellis Streets to improve and facilitate traffic circulation, service, and delivery;

3. With respect to all service facilities for buildings abutting on Market Street:
   a. Require that on-site facilities be provided, except where existing structural conditions prevent their respective installation;
   b. Prohibit vehicular access across sidewalk areas of Market Street;
   c. Require that access shall be from streets other than Market Street;

4. Adopt as a matter of City policy the following utility criteria in the design for the restoration of the surface of Market Street;

   a. All new utility main systems to be installed in BARTD's rapid transit station areas shall be placed in the roadway of Market Street;

   b. All new utility main systems to be installed between stations shall be placed in the roadway area of Market Street;

   c. Utility main systems presently located in the sidewalk area and in direct conflict with the proposed tree planting project shall be moved, with the exception of the newly installed 8-inch main between the station areas that was completed in November 1966; however, utility main systems not in direct conflict with the tree planting project and for which no disruption of the sidewalk for future maintenance or repair of the utility facility is likely may remain in place in the sidewalk area, and space in the roadway area shall be reserved for future replacement of these utility main systems;

   d. Transformer vaults, because of their size and nature, may remain in the sub-sidewalk area and installation of future transformer vaults in the sidewalk area may be permitted;

   e. All utility conflicts which may arise in connection with the implementation of the Market Street Design Study Plan shall be resolved by the Director of Public Works;

   f. Utility main systems presently being installed or relocated between stations in the roadway area of Market Street in conformance with the Design Study Plan shall not be subjected again to major relocations to accommodate future public or private underground facility installations, if at all possible.

5. Restrict all transit vehicles utilizing the surface of Market Street to vehicles not requiring overhead trolley wires;

6. With respect to subway surface appurtenances within the right-of-way of Market Street, not permit:
   a. Protrusion of skylights for subsurface spaces through the sidewalk area;
   b. Location of station line vent surface grills in sidewalk or pedestrian crosswalk areas, except where provision is so made in the Schematic Design drawings;

7. Select a high-branched and well-formed tree as the type of street tree for Market Street; and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby favor the consideration of a bond issue to finance the restoration of the surface of Market Street and the possible further plaza development in the Civic Center area at the earliest possible date so as to conform with BARTD's construction schedule, the amount of such a bond issue to be ascertained after all other federal, state, and local sources of funds have been considered; and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby recommend that the City proceed with the preparation of preliminary design plans for the restoration of the surface of Market Street and for the adjacent plaza areas.

I hereby certify that the foregoing resolution was adopted by the Board of Supervisors of the City and County of San Francisco at its meeting of February 13, 1968.

ROBERT J. DOLAN, Clerk.

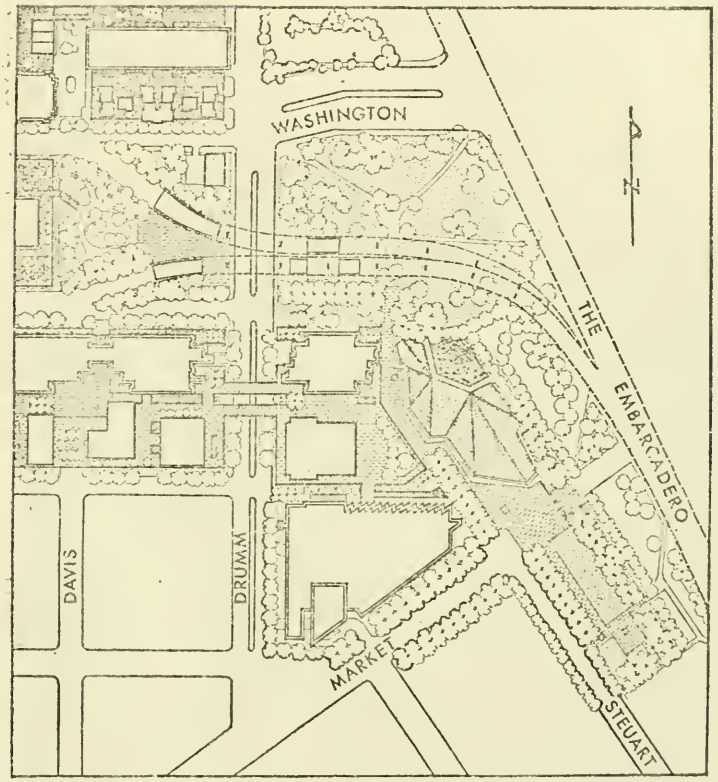
Approved: February 20, 1968

JOSEPH L. ALIOTO, Mayor.

Feb 28, 1968—1t 31411

Feb 1969

Lower Market Plan



A ten-year-old project, to stop Market street traffic short of The Embarcadero and thus permit development of a Ferry Park, is finally under way.

Market street traffic bound toward The Embarcadero will under the city's final plan turn right on Steuart street and Market will be closed between that intersection and The Embarcadero. Parts of Sacramento, Commercial and Clay streets also will be closed.

Traffic from the Embarcadero, trying to get uptown via Market, will move via much widened Washington and Drumm streets, along side planted median strips.

Part of the project involves the city's Ferry Park, part involves the San Francisco Redevelopment Agency's Golden Gateway Project but widening of Drumm street has begun as a city Department of Public Works project and should be completed within a few months.

t Street's Changing Pattern

San Francisco Chronicle
☆ Mon., Mar. 25, 19

the Sheraton-Palace Hotel, shows last week's work to shift Muni streetcar tracks up near the curb. New temporary tracks moving toward the sidewalk are shown at far right; and between them and the curb, an as-yet-unfinished lane over which Muni buses will travel.

At left, a bridge is being built across the hole in the ground to carry both the curbside Muni bus lane and adjacent new, temporary streetcar tracks.

In the Mission district, notably the 2800 block on Mission street, even narrower sidewalks are left by the current construction, and merchants have been protesting their latest handicap — they're supposed to take down their over-sidewalk signs at their own expense, under city law, to make way for the work.

Market Street's Changing Patte

Here today, gone tomorrow is the current story of Muni streetcar and bus lanes on Market street, being moved repeatedly to make way for construction of the Bay Area Rapid Transit District's subway.

This view, along the Market street frontage of the Sheraton-Palace Hotel, shows last week's work to shift Muni streetcar tracks up near the curb. New temporary tracks moving toward the sidewalk are shown at far right; and between them and the curb, an as-yet-unfinished lane over which Muni buses will travel.

At left, a bridge is being built across the hole in the ground to carry both the curbside Muni bus lane and adjacent new, tem streetcar tracks.

In the Mission d notably the 2800 blo Mission street, ever

Last Link In BART's Bay Tunnel

Chronicle
March 24, 1969

By Elmont Waite

The 57th and final section of the world's longest underwater tube will be lowered into place April 3 to complete the Bay Area Rapid Transit District's transbay crossing.

The final section, 328 feet long and weighing more than 10,000 tons, will link the underwater twin-bore tube sections which now extend more than 1½ miles from Oakland and more than 1½ miles from the San Francisco shore.

Sections placed from the Oakland and San Francisco shores earlier were joined by temporary rubber gaskets and hydraulic couplers. The final segment, however, will seal the final gap with the aid of two thick concrete collars poured from the outside, beneath nearly 100 feet of water.

Each of the 57 tube sections is from 314 to 350 feet long, 24 feet high and 48 feet wide. Each contains two tunnel bores 17 feet in diameter, plus a centrap maintenance walkway to be used by workmen and repair equipment.

Builders of the tube under a $90-million contract are Peter Kiewit Sons' Co., Raymond International, Tidewater Construction Co. and Healy Tibbits Construction Co., working as a joint venture bidder under the name Transbay Constructors.

At its deepest point, the twin-tunnel tube is 130 feet below the bay surface, south of Yerba Buena Island.

The final tube section will be lowered, as earlier segments were, from a catamaran-type barge on the bay surface.

Engineers said it may be several days or weeks before the "breakthrough," after the final segment is concreted into place.

Examiner
March 20, 1969

BART's Double Wedding

By H. W. Kusserow
Urban Affairs Writer

A marriage? Yes. But a double wedding? Preposterous!

Yet that's exactly what may happen on April 3 some 100 feet below the surface of San Francisco Bay.

The date has definitely been set for the marriage of the eastern and western sides of the Bay Area Rapid Transit transbay tube, when section No. 30 is dropped to the Bay bottom south of Yerba Buena Island.

And at the present rate of construction, it might come about that the Market Street subway and the underwater tube will be wedded on the same day 400 feet east of the Ferry Building.

Milestones

Whether they coincide or not, both events will be historic milestones in construction of the 75-mile BART system.

The 3.6-mile tube will be the longest underwater vehicular crossing in the world; the 1400-foot subway section from Steuart Street under Market Street and the Ferry building is the most difficult tunneling project of the system.

Even though the sand hogs working under 16 pounds of air pressure in locks nearly 100 feet below the surface have been hampered by having to cut through over 800 old wood pilings that have been there since the 1906 fire and earthquake, the job is some five weeks ahead of schedule.

Share the Glory

At a rate of 90 to 100 feet per week, they may well hole through with the north bore in two weeks to share the glory with the 350-man work force on the tube.

More Room on Market

Wider sidewalks than ever are open to shoppers along sections of downtown Market street as the worst of the subway construction mess has been cleared away.

This view shows the new 35-foot sidewalk on the south side of Market between Powell and Fourth streets — 12 feet wider than the old sidewalk, and with adequate room for sidewalk entrances to the Bay Area Rapid Transit regional and Muni subway tracks below the street.

Sidewalks also have been widened to 35 feet in the area of the Montgomery subway station — from the midpoint of the Sheraton Palace Hotel (between Annie and New Montgomery streets) to Sansome street.

Unfortunately, still another rip-up is due. The city will put brick surfacing on the new sidewalks — but it wasn't ready to do so when BART was ready to replace the sidewalks.

So, sometime after Christmas, the city will tear up part of the new cement walks — the strip nearest the store entrances — to put in the full, 35-foot-width brick surface.

The new, spacious look of the Market street sidewalk will last for the holiday shopping season

Tues., Nov. 29, 1966 ☆☆☆ S.F. Examiner—Page 5

Street Extension Delayed

It wasn't easy, but the said City Property Director Philip L. Rezos.

But he predicted 1967 will see the extensions completed.

City plans list the Seventh Street deadline as Feb. 15 and the Fifth Street work April 1. But those deadlines apparently will be abandoned.

The problem came mutually in trying to coordinate with work of the Bay Area Rapid Transit District.

Then the Federal Housing and Urban Development Agency got into the act by offering some $23 million for special street level projects.

As a result, everything connected with the work now must be cleared by Washington.

The plan is to ease two major traffic bottlenecks by cutting Fifth Street through to Eddy and Seventh through to McAllister. Each project will cost about $100,000 for construction with the rest of the budget going for property acquisition.

Extension Next Year

29 Nov 1966

The extension of Fifth street across Market to Eddy street will be constructed during the coming year, City Public Works Director Myron Tatarian said yesterday.

"It's got to be done," he said. "That Fifth-and-Market traffic situation just keeps getting worse."

The project, under discussion for a generation and under active consideration for at least three years, was approved a year ago by the Board of Supervisors. It has been delayed by several technicalities, the Bay Area Rapid Transit system among them.

"It has to be built in conjunction with the Powell street subway station," Tatarian said, "and that isn't scheduled, I believe, until April or May."

Propety for the Fifth street right-of-way has yet to be acquired, Tatarian said, although funds for it, and for the construction, are available.

The property to be acquired extends from the Eddy-Market intersection west to, and including, Howard's Clothing Company at 920 Market.

"The merchants who occupy those building were promised another Christmas season," Tatarian explained, and the city will purchase the right-of-way early in 1967.

"They're not very happy about the project," he added, "but we have to do it."

CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF PUBLIC WORKS

November 10, 1967

OFFICE OF THE
DIRECTOR OF PUBLIC WORKS

260 CITY HALL
SAN FRANCISCO
CALIFORNIA 94102

Market Street Sub-Sidewalk Use
Procedure

Market Street Development Project
870 Market Street
San Francisco, California 94102

Attention of Mr. Terrell W. Hill
Executive Director

Gentlemen:

This is in reply to your letter of October 16, 1967 requesting information about the procedure for obtaining a sub-sidewalk use permit on Market Street under the amended Section 503 of the Building Code.

The basic procedure for obtaining permission to use sub-sidewalk space is covered by Section 313 of the Building Code and remains unchanged. Application for the permit is made to the Central Permit Bureau, 450 McAllister Street, usually in conjunction with an application for a building permit.

To avoid conflict with BARTD operations, all applications for such permits are now cleared with that agency. Therefore, if the fronting owner wishes to use the sub-sidewalk space after it is vacated by the BARTD Contractor, he should have plans prepared by a licensed Civil Engineer showing the proposed new construction and wall configuration, and prior to applying for a building permit he should contact the following Area Manager for the BARTD project to insure that there are no conflicts:

Area Manager for 100 to 1099 Market Street:
Mr. Joe Kroll, 830 Market Street, Room 811

Area Manager for 1100 Market Street to County Line:
Mr. D. D. Leaird, 663 South Van Ness Avenue.

After the BARTD Contractor has completed the temporary construction work (shoring, dust walls, etc.) and prior to the construction of the permanent closure walls by the property owner, application must be made to the Central Permit Bureau for the necessary building permit for the permanent closure wall construction. The application must be accompanied by two (2) sets of engineered plans, a request to occupy the sub-sidewalk space, and, in order to expedite the processing, a letter from the appropriate area manager stating there are no conflicts.

If no construction is required for re-use of the sub-sidewalk area, as is the case in a few frontages, the owner must apply to the Central Permit Bureau to legalize the occupancy. Such application should be made after the removal of the temporary shoring, dust walls, etc by the BARTD Contractor, and be accompanied by a letter from the appropriate area manager. All requests will be processed on an individual basis with first consideration given to public use of the area.

Due to the space requirements of the BARTD Contractors during the construction period, it is anticipated that most fronting owners will be unable to use the sub-sidewalk space in the immediate future.

It should be noted that, under Section 313 of the Building Code, the Board of Supervisors reserves the right to revoke sub-sidewalk space permits.

Plans for the reconstruction of Market Street, currently in the development stage, will include the planting of large trees in the sidewalk area as well as the construction of other sidewalk furniture which will require substantial amounts of sub-sidewalk space. Fronting owners should be aware that if they use sub-sidewalk space where a tree or other appurtenance may be located, the permit for the portion of the sub-sidewalk space required may be revoked and the fronting owner may be required to pay for the adjustment of sub-sidewalk facilities to accommodate the new use.

If you have any further questions regarding this matter, please contact Mr. Louie or Mr. Alcalde of the Bureau of Engineering, telephone 558-3888.

Very truly yours,

S. M. Tatarian
Director of Public Works

APPROVING MARKET STREET DESIGN STUDY OF SCHEMATIC STREET DESIGN, POWELL STREET AND CIVIC CENTER PLAZA DESIGNS; FAVORING A BOND ISSUE TO FINANCE PROJECT; AND RECOMMENDING PREPARATION OF PRELIMINARY DESIGN PLANS FOR THE RESTORATION OF SURFACE OF MARKET STREET AND FOR THE ADJACENT PLAZA AREAS.

RESOLUTION NO. 116-68

WHEREAS, The Board of Supervisors of the City and County of San Francisco, by its Resolution No. 663-66, dated September 26, 1966, did establish the basic operational policy for Market Street by approving the City's Urban Design Consultants' plan for four (4) moving lanes of traffic with a basic roadway width of fifty feet (50') with sidewalks thirty-five feet (35') wide throughout the full length of BARTD's subway station areas and, where necessary, at points, twenty-six feet (26') wide to allow for loading bays and exiting vehicular traffic and did request that all implementing action consonant with said approval be taken; and

WHEREAS, This policy has subsequently been translated into the schematic design plans for the restoration of the surface of Market Street and for two adjacent plaza areas (at BARTD's Civic Center and Powell Street subway stations) by the City's Urban Design Consultants; and

WHEREAS, The schematic design plans to depict the three major aspects of design: (1) the overall environment of trees, planting, sidewalk materials, and open spaces; (2) the functional characteristic of roadway design and curb alignments; (3) kiosks, street equipment and furniture; and

WHEREAS, The schematic design plans have been critically reviewed by the staffs of interested and affected City departments, including the Redevelopment Agency; and

WHEREAS, The schematic design plans have been critically reviewed by the Art Commission, the City Planning Commission, the Public Utilities Commission, and the Mayor, and subsequently approved by each of them; and

WHEREAS, The comments and recommendations made in these reviews have largely of an operational nature have been incorporated in the schematic plan or will be further studied in the subsequent preliminary plan to stage; and

WHEREAS, Approval by the Board of Supervisors of the City and County of San Francisco of these schematic design plans is essential in order to proceed into the final phases of preliminary and construction documents; and

WHEREAS, To implement the schematic design plans for restoration of the surface of Market Street and for the adjament plaza areas, certain public policies and actions must be effected which would involve street closures, street improvements, service and delivery considerations, utilities relocation, transit systems, subway surface appurtenances, and street trees; now, therefore, be it

RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby approve the Schematic Design Plan for restoration of the surface of Market Street as depicted by the Consultants on the following plans and drawings:

1. Schematic Street Design Plan, Scale 1" = 50', dated September 12, 1967, as to the establishment of the design concept of the ceremonial way and the functional way, the scale and hierarchy of surface spaces, the general tree massing and configuration, and the general concepts of the pedestrian environment in design terms of overall pattern of the sidewalk material, and the unit paver extending through the crosswalks;

2. Schematic Surface Design and Street Furniture Plan, Scale 1" = 50', dated September 12, 1967, as to the establishment of the tree planting plan, the street equipment location plan, surface materials in terms of area and extent of pattern, and location of street furniture;

3. Schematic Functional and Street Element Plan, Scale 1" = 50', dated September 12, 1967, as to the establishment of the functional and operational design of the street in terms of curb assignment, right hand vehicular turning lanes, service and delivery bays, crosswalk design and location, street closures, lane designations, illumination and intersection design, subway entrances and locational plans for street equipment;

4. Financial Area—Detail Street Design Sketch A, and Retail Area—Detail Street Design Sketch B, both to Scale 1/8" = 1', and both dated September 12, 1967, as to the establishment of the design character of typical blocks and intersections of the street, in terms of location and design of paving materials and patterns, curbs, gutters, center roadway markings, drainage, catch basins, crosswalks, lane indicators, street equipment, street furniture, subway entranceways and line vents;

5. Street Sections A, B, and C, all to Scale 1/8" = 1', Sections A and B, dated July 18, 1967 and Section C, dated August 22, 1967, as to the establishment of the general three-dimensional character of the street and, particularly, the transverse relationships of tree planting, lamp standards, subway entranceways, lane widths, service bay provisions, and tree spacing, shapes, sizes, and general spread dimensions;

6. Street Equipment and Furniture, a set of five drawings, dated September 19, 21, and 22, 1967, and Proposed Bus Shelter, dated September 19, 1967, as to the establishment of the general character of the overall design of the following items of street equipment and furniture: street sign, sign pole, police call box, fire call box, fire alarm, traffic control box and public telephone, flagpole base, supplementary lighting fixture, display case, kiosk, bus shelter, bench with back, bench without back, tree guard and lighting fixtures, trash receptacle, drinking fountain, newspaper vending machine, and subway identification sign; and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby approve the Schematic Design Plan for the Powell Station Plaza as depicted by the Consultants on the following plans:

1. Powell Plaza Plan, Scale 1/16" = 1', dated August 22, 1967;

2. Powell Plaza Section A, Scale 1/8" = 1', dated August 22, 1967;

3. Powell Plaza Section B, Scale 1/8" = 1', dated August 24, 1967;

as to the establishment of the general design character of the plaza development as described in the aforementioned report and the basic concepts of the general circulation flow, the relationship with the BARTD Subway Mezzanine, the lower level design with the concourse connecting under Fifth Street with shops and commercial activity; the general configuration of the steps, the general location of the escalators, landscaping, planting, surface materials, and sculpture; and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby request the Market Street Task Force and the Market Street Consultants to restudy the establishing of the overall character of the functional and spatial development of the station area at Civic Center, giving consideration to a corner location on the south side of Market Street, the redesign plans to be presented to the Joint Planning and Development and Streets and Transportation Committee and the Board of Supervisors, the required land acquisition, street closures, vehicular provisions, pedestrian provisions, subway entrance configuration landscaping, planting, surface materials, sculpture, street equipment, and street furniture; and, be it

FURTHER RESOLVED, That to implement the schematic designs for the restoration of the surface of Market Street and for the adjacent plaza areas, the Board of Supervisors of the City and County of San Francisco does hereby declare as a matter of policy that it is its intention to:

1. Close the following streets to through vehicular traffic at Market Street and their respective conversion into pedestrian areas:

a. California from Drumm to Market
b. Bush from Battery to Market
c. Ecker from Market to 100' south
d. Annie from Market to 100' south
e. Powell from Ellis to Market
f. Eddy from Anna Lane to Market
g. Leavenworth from McAllister to Fulton
h. Fulton between Hyde and Market;

2. Widen Anna Lane Street from Eddy to Ellis Streets to improve and facilitate traffic circulation, service, and delivery;

3. With respect to all service facilities for buildings abutting on Market Street:

a. Require that on-site facilities be provided, except where existing structural conditions prevent their respective installation;

b. Prohibit vehicular access across sidewalk areas of Market Street,

c. Require that access shall be from streets other than Market Street,

4. Adopt as a matter of City policy the following utility criteria in the design for the restoration of the surface of Market Street,

a. All new utility main systems to be installed in BARTD's rapid transit station areas shall be placed in the roadway of Market Street;

b. All new utility main systems to be installed between stations shall be placed in the roadway area of Market Street;

c. Utility main systems presently located in the sidewalk area and in direct conflict with the proposed tree planting project shall be moved, with the exception of the newly installed 8-inch main between the station areas that was completed in November 1966; however, utility main systems not in direct conflict with the tree planting project and for which no disruption of the sidewalk for future maintenance or repair of the utility facility is likely may remain in place in the sidewalk area, and space in the roadway area shall be reserved for future replacement of these utility main systems;

d. Transformer vaults, because of their size and nature, may remain in the sub-sidewalk area and installation of future transformer vaults in the sidewalk area may be permitted;

e. All utility conflicts which may arise in connection with the implementation of the Market Street Design Study Plan shall be resolved by the Director of Public Works;

f. Utility main systems presently being installed or relocated between stations in the roadway area of Market Street in conformance with the Design Study Plan shall not be subjected again to major relocations to accommodate future public or private underground facility installations, if at all possible.

5. Restrict all transit vehicles utilizing the surface of Market Street to vehicles not requiring overhead trolley wires;

6. With respect to subway surface appurtenances within the right-of-way of Market Street, not permit:

a. Protrusion of skylights for subsurface spaces through the sidewalk area;

b. Location of station line vent surface grills in sidewalk or pedestrian crosswalk areas, except where provision is so made in the Schematic Design drawings;

7. Select a high-branched and well-formed tree as the type of street tree for Market Street;

and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby favor the consideration of a bond issue to finance the restoration of the surface of Market Street and the possible further plaza development in the Civic Center area at the earliest possible date so as to conform with BARTD's construction schedule, the amount of such a bond issue to be ascertained after all other federal, state, and local sources of funds have been considered;

and be it

FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby recommend that the City proceed with the preparation of preliminary design plans for the restoration of the surface of Market Street and for the adjacent plaza areas.

I hereby certify that the foregoing resolution was adopted by the Board of Supervisors of the City and County of San Francisco at its meeting of February 13, 1968.

ROBERT J. DOLAN, Clerk.

Approved: February 20, 1968.

JOSEPH L. ALIOTO, Mayor.

Feb. 28, 1968—1t 51411

market street development project NEWSLETTER
870 MARKET STREET SAN FRANCISCO, 94102 • DO 2-2500

MARKET STREET SUBSIDEWALK SPACE

As you are well aware permits to occupy all subsidewalk space of properties fronting on the rapid transit station sites was revoked in connection with the station construction. In general, utility lines were run through the area, some permanent, some temporary. In addition, permanent closure walls were constructed at the property line tnereby seperating this space from the building basement.

In cases where the utility lines are of a temporary nature it has been hoped tnat permits to reoccupy this space would be reissued. There was however an ordinance on the books that precluded occupying more than 10 feet from the property line of this space even though many properties had occupied much more of this space in the past.

SECTION 503, BUILDING CODE

Market Street, working with tne Transit Task Force, other City agencies and certain property owners assisted in getting a change to this section of the Building Code passed by the Board of Supervisors.

The adjoining property owners may be granted a revocable occupancy permit for the subsidewalk space along Market Street from the Ferry Building to Castro Street as follows:

(1) the space living contiguous to the property line and extending along a line parallel thereto and up to twenty-two feet (22') distant therefrom whereever such space is fronting on any transit subway station site located in Market Street from the Ferry Building to Tenth Street.

(11) the space lying contiguous to the property line and extending along a line parallel tnereto and up to ten feet (10') distant therefrom whereever such space is located in Market Street from the Ferry Building to Castro Street and such space is not fronting a transit subway station site from the Ferry Building to Tenth Street.

Due consideration shall be given to the needs and requirements for the use of subsidewalk space by public utilities.

The remainder of the subsidewalk space is hereby expressly reserved for public use.

SUBSIDEWALK USE PROCEDURE

Mr. Myron Tatarian, Director of Public Works outlined the following procedure for obtaining a subsidewalk use permit on Market Street under the amended Section 503 as follows:

"The basic procedure for obtaining permission to use subsidewalk space is covered by Section 313 of the Building Code and remains unchanged. Application for the permit is made to tne Central Permit Bureau, 450 McAllister Street, usually in conjunction with an application for a building permit.

To avoid conflict with BARTD operations, all applications for such permits are now cleared with that agency. Therefore, if the fronting owner wishes to use the subsidewalk space after it is vacated by the BARTD Contractor, he should have plans prepared by a licensed Civil Engineer showing the proposed new construction and wall configuration, and prior to applying for a building permit he should contact tne following Area Manager for the BARTD project to insure that there are no conflicts:

Area Manager for 100 to 1099 Market Street:
Mr. Joe Kroll, 830 Market Street, Room 811

Area Manager for 1100 Market Street to County Line:
Mr. D.D. Leaird, 663 South Van Ness Avenue.

After the BARTD contractor has completed the temporary construction work (shoring, dust walls, etc.) and prior to the construction of the permanent closure walls by the property owner, application must be made to the Central Permit Bureau for the necessary building permit for the permanent closure wall construction. The application must be accompanied by two (2) sets of engineered plans, a request to occupy the subsidewalk space, and, in order to expedite the processing, a letter from the appropriate area manager stating there are no conflicts.

If no construction is required for re-use of the subsidewalk area, as is the case in a few frontages, the owner must apply to the Central Permit Bureau to legalize the occupancy. Such application should be made after the removal of the temporary shoring, dust walls, etc. by the BARTD Contractor, and be accompanied by a letter from the appropriate area manager. All requests will be processed on an individual basis with first consideration given to public use of the area.

Due to the space requirements of the BARTD Contractors during the construction period, it is anticipated that most fronting owners will be unable to use the subsidewalk space in the immediate future.

It should be noted that, under Section 313 of the Building Code, the Board of Supervisors reserves the right to revoke subsidewalk space permits.

Plans for the reconstruction of Market Street, currently in the development stage, will include the planting of large trees in the sidewalk area as well as the construction of other sidewalk furniture which will require substantial amounts of subsidewalk space. Fronting owners should be aware that if they use subsidewalk space where a tree or other appurtenance may be located, the permit for the portion of the subsidewalk space required may be revoked and the fronting owner may be required to pay for the adjustment of subsidewalk facilities to accommodate the new use. "

12 December 1967

FOR IMMEDIATE RELEASE

At 11:30 a. m. August 9, 1968, driving his 1920 Hupmobile, Rudy Busse and his passengers Supervisor William Blake, BART Director Garland Graves, and Market Street Development Project's President, Eugene Friend crossed the temporary bridge structure extending 5th Street northward across Market Street to Eddy Street.

This ribbon busting ceremony makes the first crossing of Market Street in the new street improvement program since Jasper O'Farrell laid out Market Street in 1847 as a broad diagonal slash down the trough from Twin Peaks to the Bay.

As was pointed out in the ceremony this morning this is the first of two such improvements that will take place this year. The second being a one block extension of 7th Street north to McAllister.

5th Street as it traverses the site of the City's planned Powell Plaza will ultimately extend two additional blocks northward across Ellis to O'Farrell. The temporary bridge in this area was installed by Shea-Ball-Granite-Olsen, contractors for the Powell Street rapid transit station, now under construction by BART.

Chronicle Dec. 3, 1969

Market St. Initial Plan

Board OKs Wider Sidewalks

Preliminary plans for the improvement of Market street west of the Central freeway — including widened sidewalks — were approved yesterday by a Board of Supervisors committee.

Members of the Streets and Transportation Committee voted to move ahead after hearing mild debate on the proposal to widen sidewalks from their present 12-foot size to 16 feet.

The resolution, if approved by the full Board, would establish 16-foot sidewalks as city policy, except at transit station entrances, and would approve hiring of an architectural consultant to prepare detailed plans for beautification of the outer Market street area.

Officials of the city's Transit Task force told Supervisor sJack Morrison and James Mailliard that the rehabilitation of that portion of Market street must begin to keep pace with work on the lower end, where sidewalks will be 35 feet widr.

"The upper Market area must be carefully designed to be consistent with the beautification of the area east of Van Ness," said Task Force director Jack Barron.

The overall plan, he pointed out, will call for 35-foot sidewalks from the Embarcadero to 8th street, 26-foot sidewalks from 8th to Van Ness, a transitional change to 16-foot widths at the Central freeway and a solid 16-foot width from there to Castro street.

Morrison and Maillard voted to recommend the resolution to the full board on Monday but only if it is approved by the Planning Commission tomorrow.

bart

AM M. REEDY
PRESIDENT

EY T. GRYDYK
VICE PRESIDENT

B. R. STOKES
GENERAL MANAGER

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Bay Area Rapid Transit District

814 Mission Street
San Francisco, California 94103
986-1818

May 21, 1970

Mr. Jack M. Barron
Project Manager
Transit Task Force
1182 Market Street, Suite 422
San Francisco, California 94102

Subject: Name of Powell Street Station

Dear Mr. Barron:

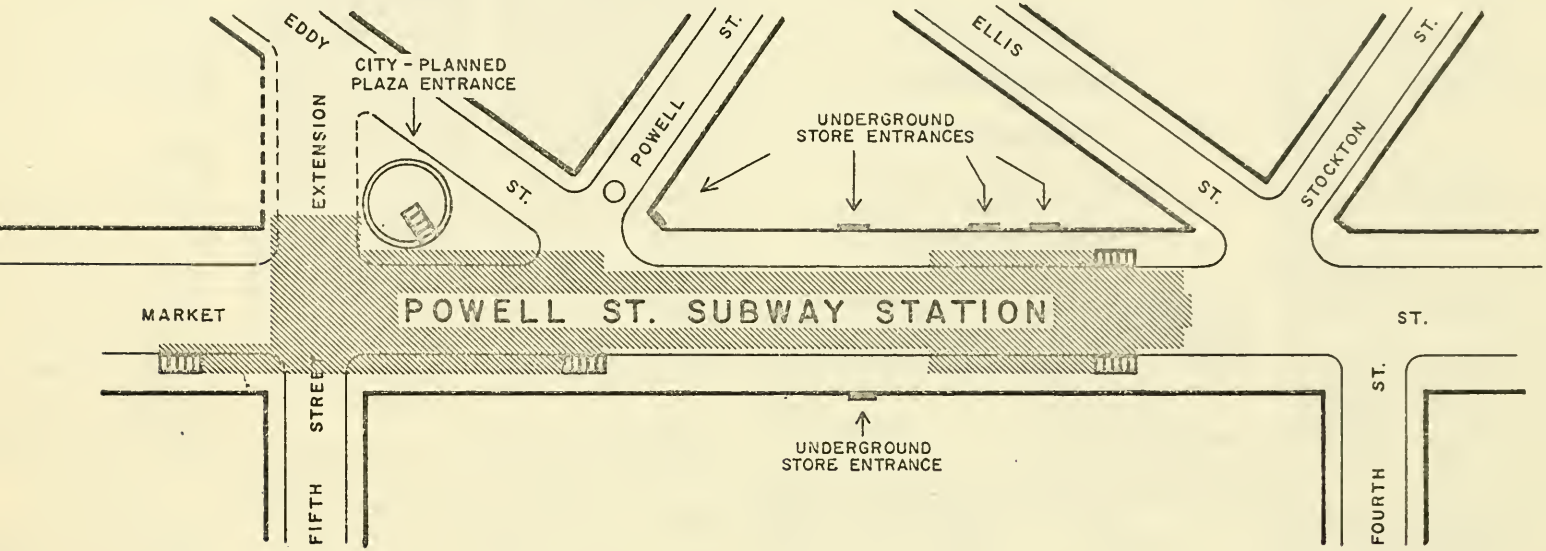
On May 19, the Administration Committee of the San Francisco Bay Area Rapid Transit District once again met on the subject of the name of the Powell Street Station.

In light of the fact that retail and commercial interests throughout the city were not in complete accord concerning the desirability of changing the name of the Powell Street Station to Powell/Union Square, the Administration Committee unanimously reaffirmed the name of "Powell Street," originally adopted by the Board of Directors on December 9, 1965.

Sincerely,

B. R. Stokes
General Manager

BRS:ht
copies to: BART Board of Directors
Downtown Association of San Francisco
Market Street Development Project
Retail Dry Goods Association
San Francisco Board of Supervisors
San Francisco Chamber of Commerce
San Francisco Planning & Urban Renewal Association


EDDY
EXTENSION
CITY - PLANNED
PLAZA ENTRANCE
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POWELL
ST.
UNDERGROUND
STORE ENTRANCES
ELLIS
ST.
STOCKTON
ST.
MARKET
POWELL ST. SUBWAY STATION
ST.
FIFTH
STREET
UNDERGROUND
STORE ENTRANCE
FOURTH
ST.

Phrases Born in Another Era

Reflections of a Golden Tongue

By Michael Harris

The time was 100 years go, and San Franciscans ould not imagine how uch their language ould be enlivened when e newborn baby learned o talk.

This year marks the 100th niversary of the birth of rmer Supervisor James B. cSheehy, who voiced a rifty dissent when the city as considering the purase of six gondolas for a goon in Golden Gate Park.

"Gentlemen," he asked, hy spend so much? Why t just buy two of them and nature take its course?"

During 24 years as a Suervisor, McSheehy hieved international fame nong lovers of the picturesque phrase.

RECALLING

But he is remembered st in City Hall, where d-timers have no trouble all in recalling some of cSheehy's most famous rases:

JAMES McSHEEHY
Former S.F. supervisor

"This has all the earmarks of an eyesore."

"This comes within a few pennies of being a very large amount."

"We must put our shoulders to the wheel and push the ship of state up Market Street."

In the long period of service that ended with McSheehy's retirement in 1941, three years before his death, the supervisor left his mark in many places. He was one of the earliest and most vigorous supporters of the Hetch Hetchy project that brings water to San Francisco from the High Sierra.

But he was not entirely pleased by the way it turned out. After being shown a hydroelectric power plant whose turbines were turned by the Hetch Hetchy water, McSheehy demanded, "You mean to tell me the people of San Francisco are drinking water after all the electricity has been taken out of it?"

Many of the most famous phrases were delivered at meetings of the Board of Supervisors:

"Where will we get the money to bury the indignant dead?"

"I may have missed a committee meeting now and then and been late occasionally to our Monday meetings, but no one, sir, can say that I've been incumbent."

"Indeed, if there's anything behind this that your humble servant can undercover, I'm going to undercover it."

'We must put our shoulders to the wheel and push the ship of state up Market street'

ACCENT

Sometimes the words were delivered to constituents of McSheehy's native city. The accents were those he acquired at the old Lincoln Grammar School at Fifth and Market streets, which he attended before going into business as a general contractor.

But the words were strictly his own, as a delegation learned when McSheehy spoke in his capacity as chairman of the supervisors' finance committee.

"Ladies," he said, "I have here some figures which I want you to take home in your heads, which I know are concrete."

ELECTION

McSheehy entered public life in 1903, when he finished first among the applicants for a post as school inspector for the Board of Public Works.

Fifteen years later he was first elected Supervisor. His ambition was to be mayor of San Francisco, but two campaigns for that post ended in defeat.

For many who met McSheehy after he became a figure of prominence in City Hall, the most cherished memories are his statements that carried a reflective viewpoint.

Among the statements of McSheehy's philosophy were:

"Along the invisible pathway to the future, I see the footprints of a hidden hand."

"The roosters have come home to hatch."

"Let's call a shovel a shovel, no matter who we hit."

And finally, a piece of political wisdom that his successors on the Board of Supervisors might do well to remember:

"You can't straddle the fence and still keep your ear to the ground."

02 • 362-2500

DAILY COMMERCIAL NEWS Tuesday, April 10, 1973

Project Plans For S.F. Tivoli Gardens

The San Francisco Citizen's Waterfront Committee announced yesterday it would study the feasibility of an "Embarcadero Gardens" open space recreation area surrounding the Ferry Building.

Supported by a $56,500 grant – $40,000 from the National Endowment of the Arts and $16,500 in local funds – the effort would be toward construction of the project. The project looked feasible, the committee, said, but added at this point it could not guarantee the actual construction.

It faid the study would investigate the physical, economic, social and political feasibilty of the project during an eight month period.

Commiteee chairman, Richard N. Goldman said federal, state or private funds and not city money would be sought to build the project. At this stage of the study, Goldman said, exact cost of the project was not known.

San Francisco Port Commission chairman Cyril Magnin said he would support the project – if it would profit the port. He said no port funds were available for the project.

The concept, based on the Tivoli Gardens in Copenhagen, would take 26 acres between Piers 7 and 24 and turn it into picnic and fishing areas, tree–lined esplanades, restaurants, pavilions and exhibition centers.

As envisioned piers 5, 14, 20 and half of 18 would be removed. Piers 1, 2, 7, 16, 22 and 24 would be retained and interconnected. Their shed would be removed.

The committee said the proposal was the first plan with "real implementation potential" since the high rise Ferry Port Plaza and U. S. Steel developments were defeated by environmentalists several years ago.

The areas as proposed would open a new recreation complex to Bay Area residents, enhance San Francisco's tourist potential, increase business prospects, open construction and non–technical jobs and generate income for the port, the committee said.

A "multi discipline" team of planners, architects, economists and engineers headed by Toby Rosenblatt, CWC project administrator will conduct the study.

San Francisco Chronicle ★★★ Sat., April 7, 1973

Just Like a Movie

By Terry Schmitt

Spraying tables and trays as it went, a van crashed through a German-style biergarten and soared off the plaza level of the Embarcadero Center yesterday —the whole thing a scene for the movie "Freebie and the Bean." But the driverless van, which had been guided by tracks through the biertarten set, overshot its landing area and gave two stuntmen a bit of a start.

Thurs., April 26, 1973 San Francisco Chronicle 25

The Magic Tripewriter

ANGLE OF VISION: The latest issue of the Downtown Association's newsletter reports that "within 10 minutes in five blocks," a member of this august Big Business organization encountered "handbills for a TV station, a restaurant and a Scientology lecture; a loudspeaker truck on Post St. blaring rock music, the truck itself plastered with posters; Hare Krishna chanters noisily performing in Crocker Plaza; a lone but strident bagpiper on Post; and a solicitor selling chances on a lottery for the Delancey St. Foundation 'family.'"

In other words, Fun City West, right? A place where there is life on the streets, not to mention music, perhaps laughter, and even a joust with Lady Luck, correct? Wrong again.

"Every one of these activities," the newsletter continues, "is illegal, noisy, litter-creating, vandalist and a nuisance. Yet there was no visible law enforcement." Indicating there may still be hope for sanity and our Police Dept. in the face of such pressure groups as the grim-faced life-denying Downtown Association. Away with street musicians! And give us more jackhammers and traffic jams!

Downtown Error

"News-To-You," the Downtown Association newsletter, included a street solicitation for lottery tickets on behalf of the Delancey Street Family as one of the illegal activities noted in a brief downtown walk. The Delancey Street Foundation informs us they have a permit to do this solicitation.

The Downtown Association hopes you will publish this acknowledgement by us that inclusion of the Delancey Street solicitation in our list of illegal street activities was an error which we sincerely regret. The Association will also make this correction in the next issue of its newsletter.

LLOYD A. PFLUEGER
Manager
Downtown Association

Examiner
30 april 1973

april 1972

WHY...

WHY ARE THEY AFRAID TO LET YOU READ THIS PAPER?

In recent weeks, three newsracks displaying Challenge–Desafio were set on fire and burned in San Francisco. Two of these racks were in front of the Unemployment Office at 3rd and Bryant, and one was at 3rd and Market.

These fires may have been set by official, paid police agents or by volunteer, native nazis doing the rulers' work for free. It doesn't really matter.

PROUD TO BE ATTACKED BY FASCISTS!

What does matter is that they are afraid of this paper and the revolutionary communist ideas of the Progressive Labor Party which it represents.

In a time when the biggest crooks run the country, and anyone who speaks or writes resistance is attacked as subversive, we consider it an honor to be attacked by these fascists.

It means our ideas – the working class ideas in **Challenge–Desafio** – are spreading, just as workers' resistance to the wage squeeze-freeze is spreading. If nobody paid attention to our communist ideas, clearly these police agents wouldn't go to all this trouble to try to stop us.

FIND OUT WHY!

Puny fires can't stop the ideas and organized action of working people, Black and White. They can't stop the growing movement for a 30–hour week at 40–hours pay. They can't stop the battle to defeat racist ideas in the schools and throughout the country. And they can't stop the march to workers' power.

SOMEBODY UP THERE DOESN'T LIKE US. And we're glad. The burning of these **Challenge-Desafio** racks sould be a signal to working people and their friends all over the country to read this paper. Any time the rich and powerful ruling class tries to keep workers from hearing or reading certain ideas, that's the time to find out why.

READ CHALLENGE-DESAFIO NOW!

PLP, Box 562
SF 94101.

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

A 'Tivoli' Plan for The Embarcadero

By Maitland Zane

Ambitious plans were disclosed yesterday to recycle those rotting piers north and south of the Ferry Building into a half-mile - long recreational complex to be called "Embarcadero Gardens."

The project would be modeled after the famed Tivoli Gardens, which for a hundred years have delighted the people of Copenhagen.

A $40,000 grant to study the physical, economic and political feasibility of such a maritime amusement park and cultural center has been received from the National Endowment for the Arts, Richard N. Goldman said yesterday.

Goldman is president of the Citizens' Waterfront Committee which will undertake the eight-month study. The committee has an additional $16,500 in local matching contributions.

Embarcadero Gardens already has the blessings of the Port Commission, the Sierra Club (which will administer the $40,000 grant), the Bay Conservation and Development Commission, the Mayor's Port Committee, SPUR, the Telegraph Hill Dwellers, San Francisco Tomorrow and the Save the Bay Association, according to Goldman, a local insurance man.

"We're very enthused," said Cyril Magnin, president of the Port Commission. "This looks like a magnificent project -- at least on paper."

A team of planners, architects, economists and engineers will undertake the study, Goldman said.

Architect Richard Gryziec showed drawings at the Port Commission press conference to show the potential of the 26-acre development, which he promised "would not be a drain on the public purse."

Embarcadero Gardens -- at least as now envisaged — would stretch from Pier 24 south to the Ferry Building to Pier 7 north of it.

Most piers would be retained, but several would be replaced with platforms extending out over the bay, he said.

Gryziec envisages floating restaurants, a carousel, a show boat, an esplanade for strolling lovers, a "space trip" with light show, a dance theater, fountains, boutiques and picnic facilities "all with a maritime flavor."

Gryziec said the Gardens would be built virtually in the shadow of Embarcadero Freeway because of the "confluence" of transportation facilities there—Muni buses, the new BART station, the California street cable car, the Marin county ferries, and parking lots that are mostly unused on nights and weekends.

"The fourther north we go, the more need for parking and the more dependent we would be on automobiles," Gryziec said.

"We would rather not be next to the Freeway, but since we'll be building out over the water we think we'll be far enough away so it won't be that much of a blight."

Neither he nor anyone else was willing to put even a tentative price tag on the project.

Goldman said the project as now predicated would not receive financial support from the city. Instead, the plan is to get financing from the state and federal governments, private foundations, and businessmen and concessionaires who would benefit.

"We think this would make the Ferry Building focal point again, that it would make San Francisco a more attractive place," he said.

Wed., April 11, 1973 ★ San Francisco Progress 5

City Sketches

'J' trolley in trouble

By Rick Seifert

My friend Sue and I didn't expect trouble when we climbed aboard the "J" trolley bound for Church St.

The bright Sunday afternoon had us in grand spirits. We had just walked away from the library's annual book fair with a small stack of bargains: Plato for a nickel, hardbounds of Harry Golden's "Only in America" and John Gunther's "Inside USA" for 12 cents each.

Sue read Plato aloud to me on the safety island at Market and Ninth Sts. and the 15 minutes' wait went by quickly.

The trolley was not crowded—no one standing—and we easily found two seats together about five rows back. Immediately in front of us two porcelain perfect old ladies, their peach fuzz cheeks pink with rouge, were returning from church relaxed and, no doubt, spiritually refreshed.

Two rows behind us sat a large man who was either a cowboy dressed in a brown business suit or a businessman wearing a large white cowboy hat.

The ride up Market St. went smoothly enough; but at Dubose St. the trolley surprised those familiar with the route by suddenly veering to the right.

"Hey, what trolley is this?" a youngster yelled from the back of the car.

"J" car," the driver yelled back.

"Then where are we going?" the boy shouted as if to an abductor.

"Detour," the driver explained.

We were in one of Market St's famous construction zones and next to the car I caught a glimpse of a couple of boys moving among giant iron girders.

"They're going to throw something!" someone yelled and before I could react—to look or duck—there was a hard thunk against the side of the car.

The anger coursed through me. A little higher and a window would have been broken. My first instinct was to jump out of the car and chase the boys; but reason or inertia caught hold of me...this was the driver's concern.

But the driver did nothing save slow down and peer in the general direction of the girders. The cowboy — businessman drawled a curse about hoodlums which set off in me a strange vision of beleagered stagecoaches in 100 westerns.

At some level I must have assured myself we were safe again, for once the trolley was on Church St. my anger was spent and I was half watching the stately old houses slip past us, half listening to the gray and pink and pastel ladies talk about the church sermon.

At Dolores Park the trolley line swings up left through the park next to a shrub-covered embankment on the right. I had looked forward to this stretch away from the street. Sitting next to the window it is impossible to see anything but leaves.

They must have been hiding in those bushes.

A smashing force followed by a shower of glass splinters hurled in on us from the right.

"It's a gun, someone's shooting at us," a man cried.

One of the old women, the one on the aisle, held her face in her white gloved hands and froze in a position between sitting and standing.

Again the driver slowed and peered out. "Is anyone hurt?" he asked matter-of-factly. Perhaps there were forms to fill out. "What about you, lady?" he said to the woman still holding her face.

She slowly drew her hands away. "I guess I'm all right," she murmured consoling herself as she looked at her white gloves.

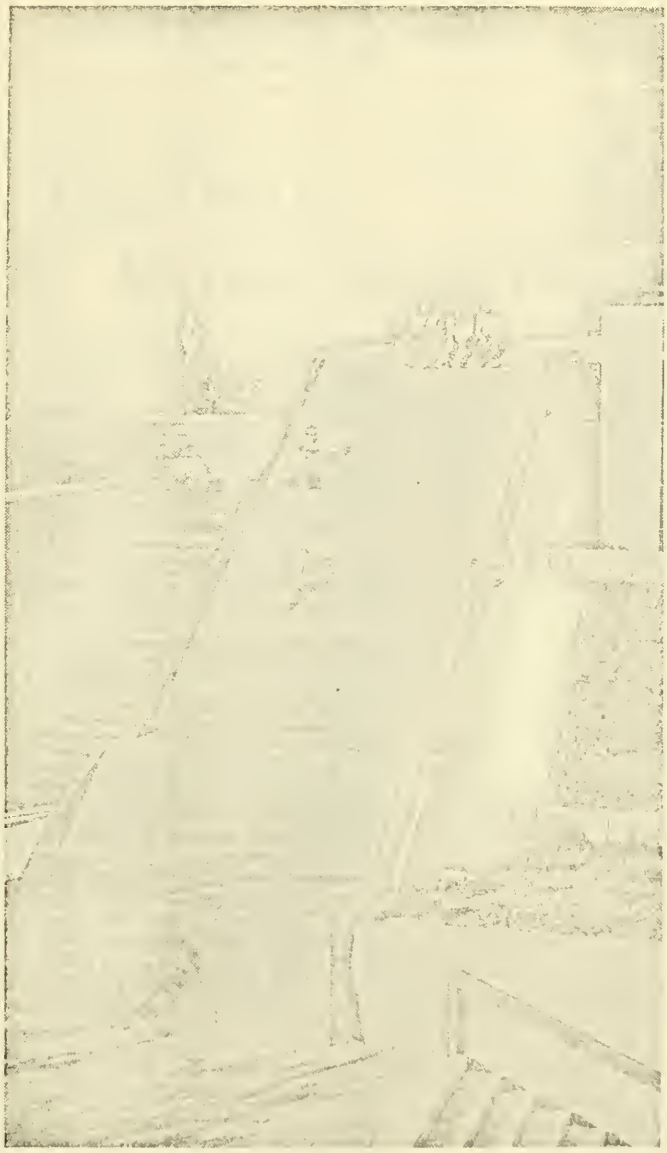
"She's all right," someone said loud enough for the driver to hear, and he started slowly up the grade. An angular rock, the size of a lump of coal, tumbled from a seat onto the floor next to us.

For some reason the old women moved to the back of the trolley. The cowboy must have gotten off for there was no cursing. A young Chinese woman laughed nervously and pointed to the jagged hole in the small window near the ceiling above the now empty seats in front of us. A couple of boys snickered for their own reasons.

I was stunned and frightened and angry. Stunned by what had happened and angered at those who had done it, and their parents, and the schools, and the Muni, and the City and those who could laugh for they had not yet been maimed. And I was angered at myself because I could not, or would not, act. And the sum of my anger frightened me into silence.

At the top of the grade I asked the driver if the trolley was often the target of rockthrowing. "Yes," he said, a little surprised I should ask, "it happens a lot, but usually not twice in the same journey."

He took solace in that, and then he too gave a slight laugh.



Ski Country, Downtown

You don't need mountains or snow to have fun skiing . . . you don't even need skis. That is, if you're a kid and have sturdy pants. Youngsters have discovered a slick-painted cover over an escalator to be installed at the BART Station at Hallidie Plaza at Fifth and Market. It makes for a great ride down and only a short climb up. Here David Larvie, 6, and Dennis Baker, 7, take a trial run and find the conditions good.

—Examiner photo by Walt Lynott

San Francisco Examiner
Wed., April 11, 1973

Editor's Mail Box

Market Street Report

To the Editor:

Please, please. where have all the bricks and brick layers gone on Market Street?

With the good weather of the week I expected to see them working at top speed. But no!

Sidewalks are left half done; some are not done at all. And with BART due to arrive in September must we still expect the torn-up pavements?

I thought there was going to be a demonstration of the beauty of our trees. The only new trees I have seen are in Hallidie Plaza.

Also, Market Street is AGAIN torn up between Fourth and Third Streets. Why — again?

MRS. AMY RUTLEDGE
San Francisco

Market Street construction spokesmen say that the brickwork activity has been shifted to the Powell Street Mall and to Sansome Street. They insist that the job is "on schedule." First sycamore trees will be placed within a few weeks. The tear-up of Market Street near Third is for a new high pressure fire installation. Spokesmen stated that there was "no coordination" with the other completed underground work. There was no assurance that it wouldn't happen again.
— Editor

SAN FRANCISCO BAY GUARDIAN, APRIL 26 THROUGH MAY 9, 1973

Letters

CONSTRUCTION DANGER

On April 13, while walking to my job, I was pelted by wet cement falling from the Metropolitan Life building being constructed at Fremont and Market streets. My immediate thoughts were of the large cement slab which fell from the nearby Tishman Building recently, but fortunately nothing that large came down as far as I know, no one was injured and damage was confined to ruined coats and suits and some chipped paint on cars.

That noon I spoke to a man in the construction supervisor's office, who began explaining to me the causes of the accident. In the process of his explanation, he revealed other instances of things falling — something like four instances in the past two weeks. These included a five-pound wrench falling from the 27th floor and very nearly hitting the project safety engineer, a large container of pipes tipping and dumping its contents down on the site (on this one he said it was blind good fortune that the pipes didn't fall down onto Market), and the cement incident of that morning. And, of course, he mentioned the slab falling from the Tishman Building; "pure carelessness" is what he said caused that.

His last remarks on the subject frightened me a great deal. He said he never walks on the south side of Market near the construction sites. He said it is much too dangerous. Yet, the sidewalks have been kept open for pedestrians there, covered only by very thin wood, and there must be thousands of people passing beneath those construction sites hourly, not to mention all of the streetcars and buses. If the building supervisors won't walk there, I don't see why innocent pedestrians who assume they are safe should be allowed to walk there.

Donald W. Zeigler

Embarcadero

San Francisco Chronicle ★★★ Wed., April 25, 1973

BART Station-- $1 Million Extra

By Michael Harris

Because of delays by the city five years ago, BART is soon going to spend about a million dollars extra to complete the Embarcadero subway station near the foot of Market street.

The city would not come up with the money in 1968 to finance the full construction of what was ultimately to be the $23.5 million Embarcadero station.

Instead, it was decided then to go ahead with a two-stage program — the first a low-level shell through which BART's trains and Municipal Railway cars could pass.

With this track-and-platform area out of the way, BART said it would build the mezzanine area, street entrances and other parts of the station when the city came up with the rest of the money.

According to estimates of BART's engineering staff, the decision to follow a two-stage construction plan raised the cost of the Embarcadero station somewhere between $950,000 and a figure a little over $1 million.

The fact that additional expenses were involved became apparent yesterday at a committee meeting of BART directors, when one of the bidders spoke of the cost of demolishing some newly built construction.

The first stage of construction, completed last November, included the building of two solid concrete walls — parallel to each other and forming two sides of the shell embracing two levels, each with two tracks and a center platform.

LEVEL

Because the walls extend up to the street level and serve as impassable barriers through the future mezzanine area, it will be necessary to knock off the top 20 feet of the 700-foot long structures.

Thus, BART will have two sets of costs for the walls. First, the expense of building them, and second, the price of knocking off the three-foot-thick top sections.

The first stage of the work cost about $9.5 million.

The second stage, submitted to the engineering committee of the Bay Area Rapid Transit District's board of directors, will cost an estimated $14 million.

The committee was asked yesterday to recommend which of two bidders would get the job — Continental Heller Corp. of Sacramento, whose low bid of $13,806,259 was challenged for possible irregularities, or Homer J. Olsen Inc., of Union City, with a $14,093,650 bid.

Lawyers for both contractors threatened to sue if the other were awarded the contract. Thomas Jackson, assistant general counsel, said he thought the Continental-Heller bid could be successfully challenged and that an award to the Olsen firm would probably hold up in court.

It would be safest from a legal viewpoint, Jackson added, to throw out both bids, but then BART would probably have to pay inflated costs when the contract went out for later bid.

The committee voted 2 to 1 to recommend taking the Olsen bid, with one abstention. A final decision may be made by the full BART board tomorrow.

The costs of the Embarcadero station project are being paid by city and federal funds. Because BART's original plans did not include an Embarcadero station, the transit system is not required to help pay for it or for the extra costs involved by the city's delay.

Media

PG&E WATERFALL AT KCBS

Ever wonder about all the good things PG&E is doing these days? Let Bob Donnelly of KCBS tell you, in his broadcast during the week of March 26:

(Sound effects: Foghorn, cable car clanging, street noises.*)*

Bob: In the past few years, one area of San Francisco—The City—has been transformed from an eyesore to a thing of beauty. Lower Market Street is rapidly becoming a major tourist attraction because the major corporations headquartered there have, inside and outside their new buildings, provided the populace with gardens, fountains, mini-parks, flowers and structures pleasing to the eye.

At the moment, I am standing in front of PG&E headquarters, on Beale Street, between Market and Mission. And the sound of rushing water you hear in the background is coming from one of the most beautiful waterfalls this side of Yosemite Valley.

I was curious about the waterfall, so I went to the man who knows—Larry McDonnell. Larry is news director of PG&E here in the San Francisco area. Larry, what can you tell us about this beautiful falls?

Larry: It runs 24 hours a day, Bob, and has been in operation about a year and a half. It's 40 feet wide and 20 feet high and, we feel, rather pleasingly illuminated. The front of the granite is deliberately roughed up a little bit to create an interesting effect, and at the top of it there is a series of spikes, which create this falling water effect.

Bob: How much water goes through here each day, and is it recycled continuously?

Larry: Yes, it is recycled. We add to it occasionally only to make up for any evaporation. It circulates at a rate of about 1,250 gallons per minute.

Bob: What comments have you heard so far on the fall, Larry, from the average man on the street?

Larry: Well, they've been highly enthusiastic and praiseworthy and many people come by and stop and admire it and say that it gives them a feeling of being in Yosemite or some other mountain spot.

Bob: You also have some very interesting pieces of shrubbery, trees, kind of a mini-park right here for the public.

Larry: Yes, the fountain itself was designed by the architects for our new building. The shrubbery was selected by our chief architect, and the flowers in the area are changed periodically.

Bob: It's a beautiful sight to see. The waterfall outside the PG&E building on Beale Street in San Francisco—The City. This is Bob Donnelly.

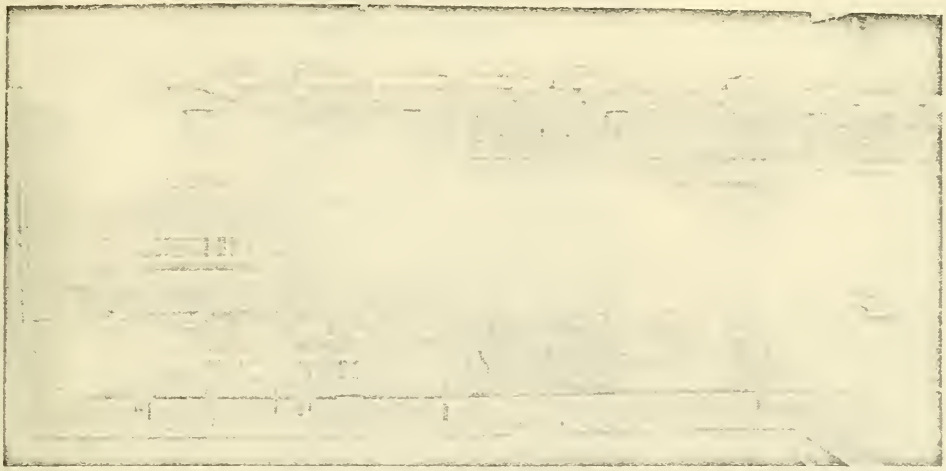
(Sound effects: Foghorn, cable car clanging.*)*□

6 San Francisco Chronicle ★★★ Thurs., April 19, 1973

The Bad Old Days

More than 50 persons joined the South of Market Boys yesterday in commemorating the big San Francisco earthquake and fire. The oldtimers gathered around Lotta's Fountain at Third and Market streets precisely at 5:13 a.m., the approximate time the quake hit, to sing songs and reminisce about that 1906 disaster.

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500



This model of BART's Embarcadero station shows how luminous ceiling lights the mezzanine level where passengers enter or leave the Muni streetcar platform, one floor below, and the BART platform at the lower level. It will be the second costliest station in the entire BART system.

$14 Million Contract For BART's Station On the Embarcadero

A $14 million contract to complete the Embarcadero subway station was to be authorized today by the BART engineering committee.

Together with the $9 million already spent on the station shell, the station will be the second costliest in the entire 75-mile BART system. Only the Civic Center station at $23.8 million was more expensive.

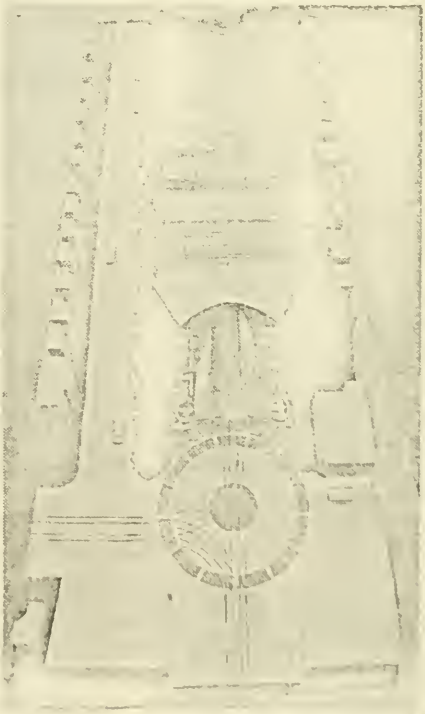
The formal contract award is scheduled to be made at the meeting of the full board of directors Thursday.

The committee also was to approve the definitive design of the West Portal Municipal Railway station, a project estimated to cost between $6 and $7 million.

Money for the Embarcadero station, which will serve the Golden Gateway and lower Financial District, was originally allocated to a subway for the Muni between the West Portal end of the Twin Peaks tunnel and St. Francis Circle.

It was diverted for the station, however, when the Board of Supervisors, at the urging of West Portal merchants, abandoned the Muni subway extension.

The West Portal station work will include 4700 feet of rerailing and realignment of track to St. Francis Circle, restoration of streets, utilities relocation and restoration of a surface park at the station site.



The new Muni station for West Portal end of Twin Peaks Tunnel will look like this model. Streetcar tracks are shown emerging to continue on West Portal to St. Francis Circle or turn into Ulloa Street. A small park will be on top of station.

San Francisco Examiner
Tuesday, April 24, 1973

Market Street

Re: letter ("Market Street Report," April 11). The basic point was that there appears to be a lack of coordination in the scheduling of the brick-laying work and the excavation work. I would like to explain that this is not the case.

In order to maintain uninterrupted utility services and the flow of pedestrian and vehicular traffic on a street as vital and complicated as Market Street, it is necessary to do much of the work intermittently and in stages. This often requires several excavations at different times in a given area.

I realize that doing the work in this manner may create the impression in the minds of the public that the work is being done in an "uncoordinated" fashion. The only way of greatly speeding up the project is by doing all of the work at one time, but this in effect would mean the closing of the street to public use. This certainly would not be an acceptable alternative to the public and to the business community. The problem is also compounded by the fact that BART work has gone on for several years prior to the present Market Street Beautification Project.

The editor's comments included the remark that: "Spokesmen stated that there was 'no coordination' with other completed underground work. There is no assurance that it would not happen again."

In this regard, I would indicate that the design work and the construction contracts for the Market Street Project are administered by the Department of Public Works. No one in this department or connected with our contractors was contacted in recent weeks by the staff of The Examiner, and we wonder who has assumed the roles of "construction spokesmen" for the project.

S. MYRON TATARIAN
Director of Public Works
San Francisco

The editor's note on lack of coordination referred specifically to a high pressure fire department line being laid between Third and Fourth Streets. The information was supplied by the Market Street Redevelopment Project, which works closely with the Department of Public Works. — Editor

31 april 1973

Street Work

What other city in the country would put up with having one of its main street intersections badly blocked during the height of traffic and throughout the day and night?

Mission Street at Third is badly blocked with an underground project of some kind under way. Third Street is blocked for the two lanes closest to the eastern curb.

The result: traffic backed up for blocks along Mission Street and also along Third Street.

In any other place, the city would insist that this work be done at night, even if it went into extra pay. Why not here? And this parking of the heavy equipment (idle most of the time) along the Third Street curbs is inexcusable.

Also I note that while Director of Public Works Myron Tatarian insists that the high pressure work on Market Street is being done so that traffic may remain open, there are all of two or three men working along the entire dug-up section. Who is kidding whom?

BETTY XAVIER
San Francisco

Director of Public Works Tatarian said that an emergency situation developed at Third and Mission Streets during sewer excavation work when an existing old brick sewer started to collapse. Extra crews will be at work on the project. He also said the high pressure work on Market Street is "on schedule." — Editor

SAN FRANCISCO EXAMINER

Thursday, May 17, 1973 Page 53

4031 in Bay to Breakers Race

By Walt Daley
Examiner Sports Writer

Entries are closed for The Examiner-sponsored and Pacific Association-AAU sanctioned and officiated 63rd annual Bay to Breakers race, scheduled for Sunday at 10 a.m.

The last official count at the PA-AAU office showed that 4031 men, women and children, coming from all over the United States as well as England and Australia, have been registered for this spectacular event.

It comprises the greatest number of entrants for one footrace in mankind's history.

All of these entrants have paid their $1.50 [illegible] Pacific Association-AAU office at 870 Market St. These fees are required by the AAU for participation in any AAU-sanctioned event for 1973. Bay to Breakers entrants also will be entitled to participate in other sports or recreational activities sanctioned and operated by the PA-AAU throughout 1973.

Bay to Breakers participants are hereby notified that the huge entry has necessitated two changes in operations. Contestants must report for their chest numbers at the Embarcadero Plaza near the Ferry Building as early as possible on Sunday before the 10 a.m. start.

If they report early enough, those still needing physical examinations will be able to have them in the Embarcadero YMCA building, where 12 physicians will be stationed. No one will be allowed to race without having had a physical exam.

Two finish line chutes will be in operation for the placing and timing of the contestants at the finish line on the Great Highway at the beach. PA-AAU officials will guide runners to their proper finish line chutes.

Another Bay to Breakers story on Page 55

market street development project
70 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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y Counties District
ouncil of Carpenters
XECUTIVE DIRECTOR
ERNARD AVERBUCH

May 1973

FOR IMMEDIATE RELEASE

Cable cars on Powell Street will be shut down for a two week period beginning at midnight on Sunday (May 13) to allow for construction work on Powell Mall.

During the Two week shutdown, buses will be put in service and pick up passengers at Ellis and Powell Streets.

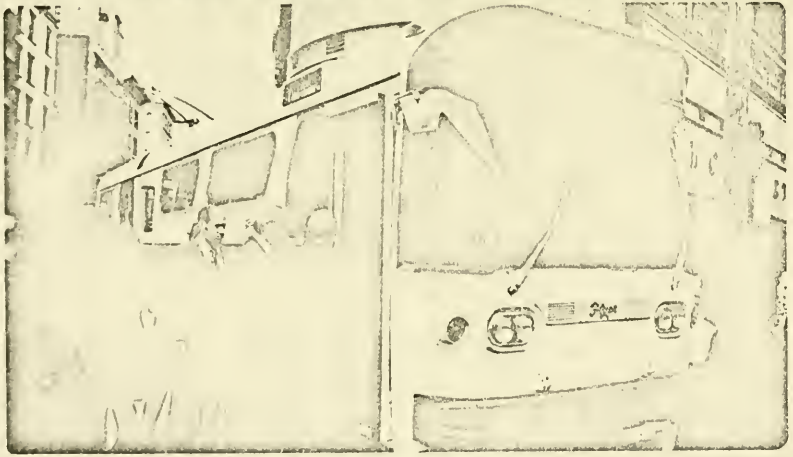
The cable cars will resume service at 5 a.m. on Sunday, May 27.

Work to be done during this two-week period includes reconstruction of the cable car turntable at Powell and Market. New brick will also be put down between the cable car tracks and new granite circles will be installed to beautify the turntable area.

The first block of Powell, to Ellis, is to become a mall. The sidewalks will be widened, trees planted and new street lights installed.

The Mall is scheduled to be completed by August and is part of the $24.5 million Market Street beautification program.

San Francisco is making noise about a bus that doesn't.



It's the Flyer Electric.

And since November 10, 1972, it's been providing San Francisco with clean, quiet, pollution-free transportation. So quiet that a San Francisco Municipal Railway mechanic described it as "the closest thing we have to a dream on wheels."

To further test public reaction, another Flyer Electric is being added to Muni's fleet. This one will feature double exit doors.

Flyer also has new electric coach fleets operating in Toronto and Hamilton, Ontario. In Dayton, Ohio, a prototype has been operating since March 1973 and the Regional Transit Authority has just approved the purchase of 25 more new electric coaches. Also, Edmonton, Alberta has now decided to retain electric transportation and as a result has ordered 37 new Flyer Electrics.

Come talk to us about your electric coach requirements. We'll be at the ATA Western.

The Flyer Electric . . . closest thing to pollution-free transportation since the bicycle.

Flyer

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NEWS RELEASE

BART
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

P-35
MONDAY, MAY 14, 1973
FOR FURTHER INFORMATION CONTACT MICHAEL HEALY

DAVID H. KELSEY
DIRECTOR OF PUBLIC INFORMATION

FOR IMMEDIATE RELEASE

REGULAR PASSENGER SERVICE BETWEEN CONCORD AND OAKLAND, BRINGING AN ADDITIONAL 19 MILES TO THE PRESENT 39 OPERATING MILES, COMMENCES ON MONDAY, MAY 21, AT 1:00 P.M., FOLLOWING GALA CEREMONIES.

CONSIDERED BY MANY TO BE ONE OF THE MOST SCENIC LEGS OF THE SYSTEM, THE C LINE STRETCHES EAST THROUGH THE ROLLING HILLS OF CONTRA COSTA IN AND ALONG THE HIGHWAY 24 MEDIAN TO TERMINATE AT CONCORD. THE LINE COMPRISES SIX STATIONS, BRINGING A TOTAL OF 24 STATIONS INTO SERVICE ON THE SYSTEM THUS FAR. THE SIX STATIONS ARE LOCATED AT ROCKRIDGE, ORINDA, LAFAYETTE, WALNUT CREEK, PLEASANT HILL, AND CONCORD AND ARE PROJECTED TO SERVE AN AGGREGATE 25,100 PATRONS DAILY WHEN THE ENTIRE SYSTEM IS FULLY OPERATIONAL.

PRIOR TO PASSENGER SERVICE START-UP COMMUNITIES ALONG THE C-LINE HAVE PLANNED MANY COLORFUL EVENTS BUILT AROUND A "WELCOME TO BART" THEME. THE PUBLIC IS INVITED TO COME OUT EARLY MONDAY AND ENJOY THE FESTIVITIES WHICH ARE SCHEDULED FOR VARIOUS TIMES BEGINNING AT 9:30 A.M. IN SOME COMMUNITIES AND A LITTLE LATER IN OTHERS.* THESE SCHEDULED EVENTS WILL BE FOLLOWED AT 11:15 A.M. BY SIMULTANEOUS RIBBON CUTTING CEREMONIES AT EACH OF THE SIX STATIONS ON THE LINE AND A TRAIN RIDE FOR LOCAL DIGNITARIES AND INVITED GUESTS.

INITIALLY, SERVICE ON THE CONCORD LINE WILL BE COMPRISED OF SIX TRAINS CIRCULATING AT 10-MINUTE INTERVALS FROM 5 A.M. TO 8 P.M. MONDAY THROUGH FRIDAY. PASSENGERS WISHING TO TRAVEL TO POINTS ON THE SOUTHERN ALAMEDA LINE, WHICH INCLUDES DOWNTOWN OAKLAND, OR NORTH ON THE RICHMOND LINE, WILL HAVE TO TRANSFER AT THE MACARTHUR STATION. HOWEVER, BECAUSE OF CLOSE SCHEDULING, PATRONS ARE NOT EXPECTED TO HAVE TO WAIT LONG FOR CONNECTING TRAINS IN EITHER DIRECTION.

PASSENGERS TRAVELING NORTH ON THE RICHMOND LINE WILL NOT HAVE TO CHANGE PLATFORMS. PASSENGERS TRAVELLING SOUTH TOWARD FREMONT WILL HAVE TO CHANGE OVER TO THE WEST PLATFORM WHICH TAKES APPROXIMATELY FOUR MINUTES.

WHEN BART EXTENDS ITS SERVICE TO DALY CITY, CONCORD LINE PATRONS COMMUTING TO SAN FRANCISCO WILL BE ABLE TO TRAVEL STRAIGHT THROUGH WITHOUT HAVING TO TRANSFER.

DURING THE FIRST WEEK OF SERVICE ON THE CONCORD LINE, MEMBERS OF BART'S PASSENGER SERVICE CORPS WILL BE ON HAND AT THE MACARTHUR STATION TO ANSWER ANY QUESTIONS AND HANDOUT INFORMATION BULLETINS ON TRANSFER PROCEDURES.

DESPITE THE TECHNOLOGICAL COMPLEXITY OF THE SYSTEM, PASSENGERS NEW TO BART WILL FIND IT EASY TO USE. BART HAS TAKEN PAINS NOT ONLY TO DESIGN EASY FUNCTIONALITY INTO THE SYSTEM, BUT TO COMMUNICATE IT TO PATRONS.

EACH OF THE SIX STATIONS ON THE CONCORD LINE WILL BE STOCKED WITH POCKET-SIZE FOLDERS WHICH BREAKDOWN THE PROCESS OF RIDING BART INTO FOUR BASIC STEPS. THESE ILLUSTRATED, COLOR GUIDES WILL BE

- MORE -

AVAILABLE FROM TALL, TRIANGULAR KIOSKS STANDING JUST INSIDE EACH STATION ENTRANCE AND ALSO NEAR THE ENTRANCE GATES. THE GUIDES WILL ALSO INCLUDE INFORMATION ABOUT TRAVEL TIMES, FARES, TICKET TIPS, AND GENERAL INFORMATION ABOUT USING THE SYSTEM. ALSO, WHITE COURTESY TELEPHONES ARE AVAILABLE ON THE PLATFORMS SO THAT RIDERS MAY COMMUNICATE WITH THE STATION AGENT ON ANY QUESTIONS THAT MAY ARISE.

INFORMATION ON AC CONNECTING SERVICE ALSO IS CONTAINED IN FOLDING MAPS AND WILL BE AVAILABLE AT EACH STATION ON THE LINE.

AS AN ADDED CONVENIENCE TO BART PATRONS IN CONTRA COSTA, 51 BRANCH BANKS THIS WEEK WILL BEGIN THE OFFSITE TICKET SALES PROGRAM. THESE BANKS ARE LOCATED IN ALL ON-LINE COMMUNITIES AND MOST OF THE OUTLINING COMMUNITIES AND WILL HAVE AVAILABLE STANDARD SPECIAL FARE TICKETS FOR CHILDREN UNDER 12 YEARS OF AGE AND SENIOR CITIZENS 65 AND OVER. THESE SPECIAL FARE TICKETS MAY BE PURCHASED FOR A 75 PERCENT DISCOUNT. REGULAR FARE TICKETS IN $10 AND $20 DENOMINATIONS WILL ALSO BE AVAILABLE FOR PURCHASE IN THESE BANKS.

THE BANKS TAKING PART IN THE OFF-SITE TICKET SALES PROGRAM IN CONTRA COSTA COUNTY ARE CROCKER NATIONAL; SUMITOMO; UNITED CALIFORNIA BANK; BANK OF CONTRA COSTA; CALIFORNIA CANADIAN BANK; BANK OF CALIFORNIA; HIBERNIA; SECURITY PACIFIC NATIONAL; FIRST WESTERN; WELLS FARGO; SECURITY NATIONAL BANK; CENTRAL BANK; AND BANK OF AMERICA.

SINCE OPENING THE SOUTHERN ALAMEDA LINE IN SEPTEMBER, 1972, AND THE RICHMOND LINE IN JANUARY, 1973, BART HAS CARRIED OVER 3,400,000 PASSENGERS 78,337,000 PASSENGER MILES.

- MORE -

With a total of 58 miles in service, BART will have more than three quarters of its basic 75-mile system in operation. The trans-bay tube and San Francisco line to Daly City are scheduleed to open sometime in late September.

*See sidebar for detailed information on C-line community events planned for May 21.

# # # # #

San Francisco Chronicle 45
** Fri., May 18, 1973

They Ring The Bell

By Michael Grieg

A Streetcar Named Experiment, its blatant new air horn replacing the traditional ding-ding-a-ding bell, rolled through Market street traffic yesterday and headed into a snarl of controversy.

Charles L. Figone, 28-year-old operator of special streetcar number 1916, pronounced the experimental horn — an attention-getter that makes a "whupp! whupp!" sound — "a necessary safety innovation." Many other Muni drivers agreed.

But a short survey by The Chronicle yesterday indicated that the streetcar's passengers were against the trial horn by a 4 to 1 margin.

"I like a gong myself," said Figone, the bearded driver of the trolley, which is being tried out on each of the Market street lines to test patron reaction. "A lot of those gongs, though, have grown old and weak with usage."

Jaywalking pedestrians suddenly loomed in front of the N-line trolley as it slid toward its East Bay Terminal destination. The driver pressed a button that activated the horn, hidden under the ear. The "whupp-whupp!" blurt scattered the jaywalkers.

"See how it wakes people up," Figone said. "That ding-a-ling gong made them feel they were in a never-never land.

"Look, if it's got to be a tossup between noise pollution and safety, I'll take safety."

But most of the passengers, heading down Market street, took an opposing view. And at least one of them, looking up from his morning paper, noted that the Municipal Railway was in the news with plans for noise-reducing fans on new diesel buses.

"Oh, I'd much rather hear that familiar bell," said Barbara Lynn Bowman, 20-year-old receptionist, on her way to the Fritzi of California women's wear firm. "I hear San Francisco when I hear that pleasant ding-ding sound."

Sheree Perrian, 20, a tutor at the San Francisco Skill's Center, groaned when she heard the new horn. "A horn? God . . . I left Chicago to get away from that sort of thing. It's terrible. Oh, my, there goes more of San Francisco's individuality."

"An air horn is just too distracting," said Adolf Mararur, 46, an engineer with a downtown Market street company. "I do some of my best thinking while riding the streetcar. I don't like to be interrupted by a loud horn."

And Merrill McCown, a Bechtel Corp. supervisor, found the old-fashioned bell "a lot more cheerful at a time when we can all use a lot more cheering up."

Raf Udo Kaiser, a 32-year-old architect here, said he could "well understand" why Muni officials, if the public reaction is favorable, might extend use of the horn to the system's more than 100 other streetcars.

"I see people around here jaywalking all the time," he said. "They don't seem to pay any attention at all to those pleasant-sounding bells."

Passenger Jesse Brown, 57, a seaman of 369 Hyde street, couldn't see what difference it made one way or another, either horn or gong.

"There's so much noise going on out there," he said, "a person can't hear a thing."

CHARLES FIGONE
Streetcar's driver

San Francisco Chronicle 9
★★★Thurs., May 17, 1973

Horns May Replace The Muni's Bells

That dulcet ding-ding-ding traffic bell of the Market street trolleys may become a thing of the past if an experimental air horn — newly installed in a K-line car — catches on.

The horn is now in full blare on Muni trolley number 1016.

"It's there strictly on an experimental basis," James H. Leonard, the Municipal Railway's director of public service said. "It's not about to be installed on our more than 100 streetcars unless it wins approval from drivers and public alike."

According to Leonard there have been a number of objections already to the raucous horn which some Muni operators say is needed as an attention - getter in heavy traffic.

"That horn, some residents say, is especially annoying at night," Leonard reported. "Well, if that's the general view and it's going to cause any real noise pollution, we'll stay with the traditional bell."

Clifford Nilan, the Muni's equipment superintendent, had the experimental horn installed on the one car after operators said "the bell just isn't loud enough."

"Those ding-a-ling bells may be OK for a cable car," one veteran driver said. "It's a toy for tourists, after all.

"In heavy traffic, though, a bell is about as effective as a baby's rattle."

Former Crash Pad Set for Restoring

The eight story Graystone Building that made headlines late last year when it was illegally used as a downtown crash pad is going to be restored to its original use.

Located at the north side of Market near Mason Street, the structure has been acquired by Phil Segal, owner of the Bay Bridge Loan Co.

Segal has been forced to sell the building at Market and Leavenworth Streets in which his firm has been doing business for 28 years to the City.

When that structure is razed to make way for the United Nations Plaza that will include the Civic Center rapid transit station, Segal will move his firm to the ground floor of the Graystone Building, now occupied by a discount store.

Modernization of that part of the building will cost $100,000.

Once that job is finished, Segal said, he will start to restore the rest of the structure as an office building.

The most recent occupants of the Graystone's offices were guests of the More House organization which operates communal homes throughout the Bay Area.

Plans by More House to buy the building turned sour when the City Health Department condemned the place and evicted its occupants.

40 San Francisco Chronicle ★★ Fri., May 18, 1973

Site Fight

Hard Times for A Pawnbroker

By Ralph Craib

One of Market street's two veteran pawnbrokers said yesterday that he's caught in a bureaucratic bind that has him baffled.

After 25 years in our location, he is being evicted by the Bay Area Rapid Transit District. He has aequired a building a few blocks away — but proceedings are under way to prevent him from moving into it.

When Phil Segal, a severely crippled Navy veteran, contemplated recent events, he asked in disbelief "What the hell is going on in this country."

OWNER

Segal is the owner of Bay Bridge Loans at 1160 Market. It is near the old Federal building at the foot of Fulton street and adjacent to the proposed United Nations Plaza to be built in conjunction with the Civic Center BART station.

Four years ago, the transit district told him that his property would not be required for BART purposes

Ninety days ago, he got an eviction notice that will expire in just two days.

After he reeeived the eviction notice Segal began an immediate search for a new location. "You ever tried to find anything on Market street for $250,000?" he asked. He did not find anything.

But he did find the eight-story Graystone Building at 918 Market street at the corner of Mason.

BUILDING

"I paid $425,000 for that building," said Segal. "It's going to cost $70,000 just to remodel the ground floor. A pawnshop was across the street for years. But now everybody in town says I can't move in."

Police Chief Donald Scott authorized Segal to move his operations.

But his prospective new neighbors immediately filed appeals of Scott's approval. The new location is only a few steps away from the city's new Hallidie Plaza and adjacent to 942 Market street, an office building that also houses a rehabilitation center and school for young mentally retarded adults.

Citizens' Savings and Loan will occupy a new $3.5 million office building that will face Hallidie Square.

Walter Bogel, a vice president, complained that "We are severely concerned that the sale of firearms might be conducted 165 feet from our savings department. The potential for armed robbery would be too obvious to be overlooked."

Dr. Charles F. Adler of the mentally retarded program of the San Francisco Health Department charged that State law prohibits location of a pawnshop within 200 feet of a school

Robert Lurie, president of the Lurie Co., owners of the long - vacant former J. C. Penney building across Market, protested that area of Market needed upgrading.

Segal's case will come before the City Board of Permit Appeals at its meeting at 2 p.m. next Monday in Room 228 at City Hall.

Thurs., April 19, 1973 ☆☆☆S.F.Examiner—Page 13

San Franciscan Hotel, Once City Hall, Opens

The San Franciscan Hotel, one of The City's landmark buildings, was officially open again today after a $2 million facelifting which took more than a year.

City representatives received a key to the hotel and an offer to use it again as City Hall should the need ever arise. The former Hotel Whitcomb, built in 1911, served as a temporary City Hall for approximately four years.

The presentation was made by William R. Shimp, president of Pacific Southwest Airlines, owner of the hotel.

The San Franciscan becomes the third PSA hotel to become fully operative. Others are the PSA Hotel Islandia on San Diego's Mission Bay and PSA Hotel Queen Mary on the famous luxury liner now permanently berthed in Long Beach Harbor.

A fourth, the PSA Hollywood Park, will open next month in Los Angeles' Inglewood section across from Hollywood Park race track and near Los Angeles International Airport.

The San Franciscan is at the approach to the Civic Center on Market Street. It has 430 rooms. The building has been restyled, but preserves its original theme, "old San Francisco."

☆☆☆☆ S. F. Sunday Examiner & Chronicle, April 13, 1975

Japanese Firm Is Buying City's Famed Palace Hotel

By Donald Canter

San Francisco's renowned Palace Hotel, acquired by the Sheraton chain in 1954, is now being sold to a Japanese conglomerate.

The hotel where President Warren Harding died and Enrico Caruso survived the 1906 earthquake is in the process of being bought by the Kyo-Ya Company Ltd. The original Palace, built in 1875, was destroyed by the 1906 San Francisco fire. The present hotel was started in 1907.

Kyo-Ya, Japanese for Today Inn, is a Honolulu-based subsidiary of Tokyo's Kokusai Kogyo Corporation.

That combine owns hotels, taxi companies, sightseeing buses, is the Japanese distributor for Chrysler and Simca cars, operates travel bureaus and sells military equipment.

The Kyo-Ya subsidiary owns four hotels in Hawaii, one of them the Surfrider, on Waikiki and one hotel on the U.S. mainland, the Sheraton West in Los Angeles.

In Honolulu, Kyo-Ya president Ukio Kubota told The Examiner he expects the sale of the Sheraton Palace in San Francisco to his company will be completed by the end of this month.

San Francisco attorneys for his company are now arranging to put the deal in escrow, he said.

In the meantime, a notice of intention to transfer the liquor license of the Sheraton Palace to Kyo-Ya has already been posted at the New Montgomery Street entrance to the hotel.

Bert Behrendt, Sheraton Palace Hotel manager, confirmed that negotiations for the sale of the hotel are in progress.

He stressed, however, that Sheraton, which is owned by the ITT conglomerate, will continue to operate the hotel even after the Japanese take over.

This was confirmed by Kubota who said Sheraton would enter into a management contract with his company.

This arrangement is a continuation of a recent trend. Of the 180 Sheraton hotels in the United States, six are managed but not owned by the company; 119 are franchised out, 16 are in leased buildings and operated by Sheraton with only 9 owned and operated by the company.

Kubota declined to say what long range plans his company has for the Palace Hotel and its famed Garden Court that has been designated as an official City landmark.

In recent years, there have been persistent rumors that the Sheraton Palace would be demolished to make way for a high-rise office building.

It is known that the Sheraton chain has been negotiating for the operating rights of a new major luxury hotel planned as part of the Yerba Buena Center convention and business complex South of Market.

Royalty and Genius at The Palace Since 1875

THE WOODEN ORIGINAL PALACE HOTEL AS IT LOOKED IN '90s
That is Lotta's Fountain in mid-Market street, not far from present site

California's first and most famed luxury hotel, the Palace, was born of the dreams of mining millionaire William Ralston who died mysteriously a month and a half before the opening of the hotel when the Bank of California he'd founded collapsed.

At its opening ceremonies, Oct. 2, 1875, Sen. William Sharon of Nevada, also one of the movers of the Palace, paid this tribute to Ralston:

"I miss, as you do, the proud and manly spirit of him who devised this magnificent structure . . . "

Celebrities

Two weeks later, Lt. Gen. Philip Sheridan was feted in the Palace.

In 1876, Dom Pedro II, emperor of Brazil and the first reigning monarch to visit the U.S. stayed there.

David Kalakaua, the last of Hawaii's kings, died there in 1891.

Other noted guests in the original Palace were Gen. Ulysses S. Grant, actress Sarah Bernhardt, pianist Jan Paderewski, Presidents Harrison, McKinley, Theodore Roosevelt and Taft and Mark Twain.

Enrico Caruso, a towel around his neck, wept as he fled through the corridors of the Palace as the quake shook the building in the morning of April 18, 1906.

Construction of the present Palace Hotel was started in 1907. It opened Dec. 15, 1909, with a male guests only banquet.

The new Palace had cost $8,000,000 and was on a parcel of land originally known as Happy Valley, a name that was perpetuated in one of its cocktail lounges.

The original Palace Bar was decorated with the Maxfield Parrish mural of the Pied Piper of Hamelin, an art work commissioned at the then munificent sum of $25,000. The mural is now behind the bar in the hotel's Pied Piper Room.

Prohibition

The Prohibition era, beginning in 1919, forced a drastic conversion of the Palace Bar, where once John W. Gates, termed the "most picturesque stock-plunger in America," whiled away the hours shaking dice at $3000 a toss.

The bar was turned into an ice cream parlor and one San Francisco newspaper lamented in a headline: "Ye Gods!" The hotel management also lamented the loss of the bar because it had been doing a $175,000 a year business.

President Harding died at the Palace August 2, 1923. The late President's secretary wrote the hotel manager that "nothing was left undone during that period of awful strain and Mrs. Harding feels that there are no words which could adequately thank you for all your kind helpfulness and many courtesies . . . "

In a very real sense, the Palace has been a social fulcrum for The City. Held there were the Bachelors' and Spinsters' Balls and the Cotillion. Daily at lunch in the Garden Court could be found the "Cabinet," a varying group of from two to a dozen business leaders, attorneys, judges, and prominent politicians.

It was in the vast lobby of the Palace that the civil rights movement took its first struggling steps in San Francisco with the sit-ins of the early 1960s.

San Franciscans with tinges of white in the hair can recall dancing to the music of Ted Fio Rito, Artie Shaw, Red Nichols, Henry Busse, and Tom Coakley, who later became a Superior Judge in Mariposa County.

Famous Guests

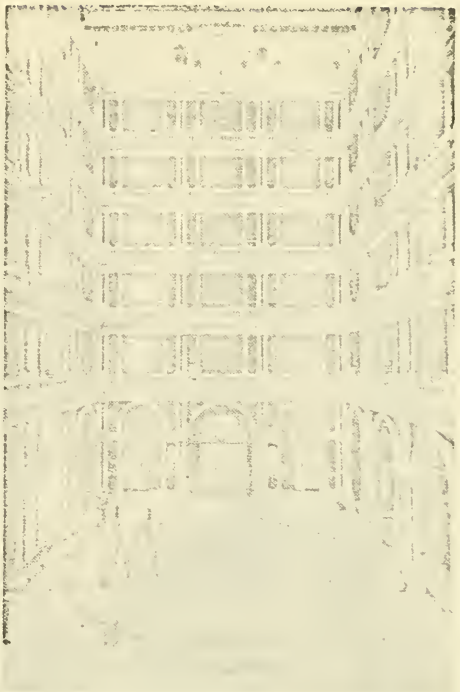
Its guest registration of the famed has included Madame Chiang Kai Shek, Prince Olav and Princess Martha of Norway, President Ulysses S. Grant, Franklin Delano Roosevelt, Marshal Foch, King Albert and Queen Elizabeth of Belgium, President Woodrow Wilson, who gave his historic League of Nations speech in the Garden Court, Princess Juliana of Holland, Grand Duchess Marie of Russia, Wendell Wilkie, Sir Harry Lauder, Thomas Edison, Guglielmo Marconi, Winston Churchill, Amelia Earhart, Will Rogers, Lord Mountbatten of Bruma, and Presidents John F. Kennedy and Harry S. Truman.

It also was the home of Jack Earle, the world's tallest man, who was provided a special oversize bed.

The evening in 1909 when the hotel was formally opened, a newspaper noted that "jewels glittered in the brightness of many chandeliers in the Palace's Garden Court.

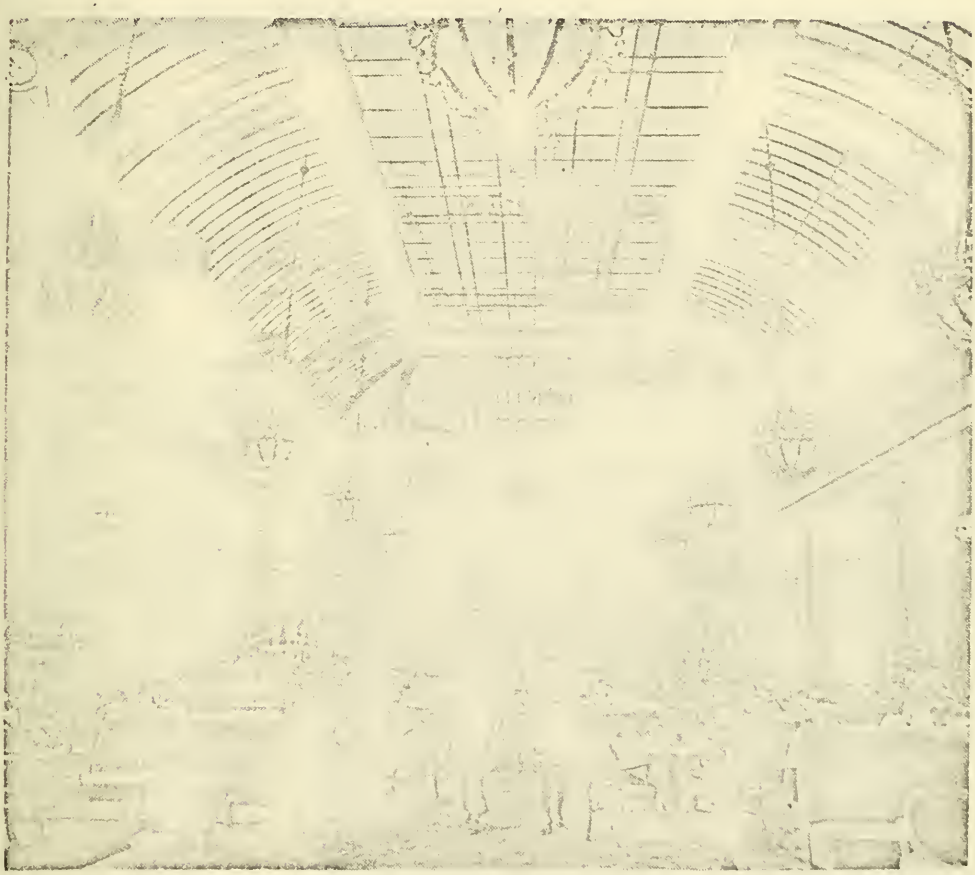
Soon it will be the "Teien."

That's Japanese for Garden Court.



HACKS DROVE RIGHT INTO THE OLD HOTEL
Entry court opened on balconies on every floor

ORNATE MENU FOR AN HISTORIC OCCASION
For banquet that opened hotel rebuilt after 1906 fire



The Palace Hotel's famed Palm Court, glass-roofed and chandeliered dining room —Examiner Photo

Wed., April 18, 1973 ☆☆☆ S.F.Examiner—Page 3

Something New in Town--

Metal Marvel

Standing out in the exquisite courtyard of the new Hyatt Regency at Market and Drumm Streets is this magnificent metallic sculpture, Eclipse. Designed by architect-sculptor Charles O. Perry, the eight-ton, 40-foot-high work is composed of 2½ miles of gold anodized aluminum tubing and contains 1440 pieces of the metal. That cylindrical object in the background crawling up the wall that looks like an elevator? Well, that's an elevator. One of several. The hotel will have its formal opening on May 8.

—Examiner photo by Sid Tate

One of the Most Fascinating Interiors in Architecture

By Alexander Fried

"Eclipse," massive sculptural construction by American artist Charles O. Perry, was unveiled yesterday by the Hyatt Corporation and Embarcadero Center.

Its intricate but harmonious structure of anodized aluminum tubing, dull gold in color and shaped like a complex ball, is 40 feet high and 35 feet in diameter. It stands in a basin of water that overflows all around it.

Because of its open-work design, it has a sense of lift as well as weight. Its proportions fit beautifully into the fabulous, 19-story interior atrium or lobby of the Hyatt Regency hotel at Market Street and Embarcadero (or M. Justin Herman) Plaza.

The sculpture revealed an unexpected facet to viewers who looked down at it as they rose up or came down in the decorative glass cylinder elevators clinging to a lobby wall.

From one degree of height after another, "Eclipse" could be seen shifting its perspective and the steady shift produced a charming effect of mobile sculpture.

The lobby itself, virtually ready for public opening, is surely one of the most fascinating, grandiose building interiors in all modern architecture. John Portman, architect and a chief Embarcadero Center developer, created it.

Base of the lobby is two floors above street level. Levels of room corridors circling the lobby amount to 16 stories, plus three more on top.

There will be shops and a night club around the lobby. Two sunken areas will be restaurants and bars of various style. Ivy dangles from many of the corridor edges. Good sized trees and flower plantings adorn the lobby floor, which will become a permanent scene of action. The interior color schemes are brightly sophisticated, but choice. Aside from rug-covered space, the floor has an inlaid tile pattern, in circular forms, that suggests Italian traditions of pavement.

Atop the building is a restaurant and cocktail accommodation called the Equinox.

At an inaugural luncheon yesterday, guests felt the whole round restaurant imperceptively revolve — with a bit of soft waver in its slow motion. Its total revolution lasts one hour. As diners eat, drink and talk, the cityscape around them gradually changes the full 360 degrees. At every moment the outward view of city, bay and distances is magnificent.

Don't let anyone tell you San Francisco's high-rises are taking away its tradition of great views. The number, variety and scope of the views is becoming greater all the time.

Present and future installations will bring some 70 art works into the Regency, by local and other artists.

Already in the lobby is a neatly refined, quietly geometric construction by the Bay Area's Fletcher Benton. It makes effect as a mobile by the sliding and rolling of color discs within a stable frame.

The lobby floor will in due time join into the platform connection that is due to extend through all parts of the Embarcadero Center and the Golden Gateway.

Directly across the street, a bridge will lead to a planned film theater of some 600 seats and general theater auditorium of about 2600.

The latter, if it works out, will serve light opera, spoken plays (presumably with tactful amplification), ballet and perhaps Spring Opera.

How this facility will fit in with projects for a symphony and performing arts hall near the Opera House in the Civic Center remains to be seen.

San Francisco Chronicle ★★ Wed., May 9, 1973

A Big New Hotel

By Duffy Jennings

The Hyatt Regency, San Francisco's elegant and aesthetically unique $46 million convention hotel, formally opened its doors on the Embarcadero yesterday.

At a big civic luncheon in the Golden Gateway Ballroom, architect John Portman told the 1200 guests he conceived the 20-story, triangular hotel as "an experiment in humanity."

And while the gathering of civic officials, politicians, and business leaders enjoyed brandy and cigars, Patrick Foley, executive vice president of the Hyatt Corp., told them:

"We like to think that when you come to San Francisco, you have to see the Golden Gate Bridge and the Hyatt Regency — and not necessarily in that order."

The most startling aspect of the 840-room hotel is its sky-high, atrium-style lobby, 100 yards long, 170 feet wide, and ringed with more than 100 fully grown trees and thousands of hanging English ivy plants.

At the center, amid plush leather chairs and sunken conversation pits, sits the monumental geometric sphere sculpture, Eclipse, by artist Charles O. Perry.

"This is just magnificent," Supervisor Ronald Pelosi exclaimed as he gazed upward at the skylighted roof. "This is a very great addition to San Francisco."

Nearby, Supervisor Quentin Kopp called it "the most magnificent hotel in San Francisco — or anyplace else, for that matter. An outstanding piece of architecture."

At one end of the lobby, five glass cylinder elevators travel a central shaft to guest rooms and the hotel's revolving rooftop restaurant, the Equinox.

The 200-seat, circular dining room (luncheon entrees average about $3) makes one complete revolution every hour.

Six other restaurants and lounges, from the Italian-style Ponte d'Oro ("golden bridge") to the The Happenstance discotheque, are located on the lobby level.

Hyatt executives said they hope conventions will provide more than 50 per cent of the Hyatt Regency's occupancy, and the hotel is well equipped for it.

The Golden Gateway Ballroom seats 1500 persons, and adjoins a 5300-square-foot foyer for receptions and exhibitions. There are 15 separate meeting rooms, seating from 100 to 750 persons.

Guest rooms average about $40 per night, and each room has an open balcony.

There are four $200-a-night executive suites located on the upper floors each featuring a different motif — the Captain's Suite, the Indonesian Suite, the Madison Avenue Suite, and the Traditional Suite.

JOBS

Supervisor Terry Francois said he is particularly pleased with Hyatt's announced intention to give at least 50 per cent of the hotel's 800 jobs to minorities.

Hyatt purchased the land for the hotel from the Redevelopment Agency. Construction began in March, 1971.

Speaking of earthquake and fire danger, Portman, the Atlanta architect who is also a part-owner of the project, said he believes the structure is "as safe to sleep in as anything."

Hyatt president H. M. (Skip) Friend Sr. said the corporation has already opened four new hotels this year, including the Hyatt on Union Square here, and plans to open three more hotels within the next seven months.

He noted that executives in the chain are relatively young and new to the hotel business, and are unafraid to experiment with innovations in the hotel field.

The manager of the Hyatt Regency is Don DePorter, the 31-year-old former manager of the Hyatt Regency at Cincinnati. Friends call him "the crown jewel" of Hyatt managers.

DePorter said the Hyatt Regency here already has $2½ million in advance reservations through 1976 with conventions booked as far ahead as the early 1980s.

ARCHITECT PORTMAN
'Experiment in humanity'

16 San Francisco Chronicle ★★ Tues., May 15, 1973

ights eers Stuck in Elevator

Guided Tours at Mobbed Hyatt Regency

an Francisco's new tt Regency, inundated tens of thousands of tseers, announced yes- ay it will offer guided s of the spectacu- Embarcadero Center l.

d to end the threat of tor breakdowns, like ne that trapped 22 tour- at 3 p.m. Sunday, op- rs will now man the ho- three bullet - shaped, mated elevators.

n DePorter, manager of the hotel, said his staff stopped counting visitors at 1 p.m. on Mother's Day.

"We counted more than 10,000 coming into the front entrance alone," the executive said.

The elevator breakdown, DePorter said, happened when visitors jammed into the elevator for a ride to the top floor.

"The elevator was overloaded, and a safety device was triggered a foot below the sixth floor level," he said.

When passengers pushed the elevator door partway open in an attempt to get out, this broke some of the wiring. Elevator repairmen were unable to open the door automatically from below, and San Francisco firemen finally had to pry the door open.

The trapped visitors were treated to free drinks and dinner by the Regency after their hour - long wait.

Guided tours of the hotel will be offered from 9 a.m. to 11 a.m. and from 2:30 p.m. to 4:30 p.m. DePorter said.

Most visitors assume that the best view of the hotel's triangular, 17 - stery lobby is from the building's top floor, DePorter said.

"That's really not correct," he contended. "The best is from the 12th floor, looking into the lobby."

Hotel guides, hopefully, will explain this to visitors.

DePorter said the 889 - room hotel is doing "quite well" in its room rental business, but reservations are still plentiful.

THE LEGENDARY Maria Callas and Tenor Giuseppe di Stefano, en route from London to Tokyo, where they will teach a master class, stopped off here long enough to dine Sunday night in the S'Mateo home of Realtor Bob Cahn and his wife, Joan, old friends. Afterwards, Bob took them to see what has become, I guess, our No. 1 sightseeing attraction: the Hyatt Regency's lobby. (Well, it's more exciting than going down to the depot to watch the train arrive) . . . And I agree with Jim Madison, who describes the Regency lobby as "an urban Carlshad Caverns" but objects to the recorded bird calls as plastic, especially since the caged doves are obviously silent except for an occasional "Hey, isn't that Maria Callas?"

★ ★ ★

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

S.F. Examiner - Page 23
Wed., May 9, 1973

A view of Market Street in 1860's . . . when it wasn't raining

—Photo from California Historical Society

MARKET STREET DEVELOPMENT PROJECT • 870 MARKET STREET, ROOM 476 • SAN FRANCISCO, CALIFORNIA 94102 • 362-2500

By Jerry Telfer

In the lobby of the Hyatt Regency, trees and hanging plants surround a geometric sculpture called Eclipse

Glass cylinder elevators go from the lobby to the revolving rooftop restaurant

Truth, Justice & Public Service

Page 22 THURSDAY, DEC. 5, 1963 5C

Market Street Emergency

GERALD J. McLINDON, executive director of the Market Street Development Project, said Tuesday that a "dire emergency" exists on the street because so many basic decisions about its future remain unmade. This is strong language, but we do not think he exaggerated.

The emergency has arisen because (1) the Bay Area Rapid Transit District has set a deadline of next autumn for the types and locations of the street's subway facilities, after which they cannot be altered, (2) major features of The City's new downtown plan, which was supposed to mesh with and provide guidelines for the subway system, have encountered strong opposition.

It appears increasingly probable that the Downtown Plan's concept of a Market Street mall, from which the private vehicle would be barred, will fail to win acceptance. And no substitute plan is under investigation or even under discussion.

This could well mean that the arrival of the deadline next autumn will find The City without an agreed plan for the physical treatment of Market Street, and bogged down in controversy. Nor can The City ask the rapid transit district to delay the subway decisions. The district too is fighting the calendar; delays would cost it millions of dollars in added construction costs.

The resolution of this emergency is one of the most important tasks facing Mayor-elect John F. Shelley. But the mayor-elect cannot remain in limbo until the start of his term.

City Hall should take steps immediately toward [illegible] of the Downtown Plan of which Market Street Act must be the [illegible] to create for the [illegible] the [illegible]

February 15, 1967

Mr. Bill R. Stoke
General Manager
San Francisco Bay Area Rapid
Transit District
814 Mission Street
San Francisco, California

Dear Bill:

Like everyone else, I was much incensed at Temko's latest effusions but was not prompted to any more positive reaction until I happened on an hour's television program on national transit problems, purveyed by NET and locally over Channel 9. This program went to several cities for local reporting. The men in Pittsburgh, Chicago, etc., were frank enough about their difficulties but were not sour about their urban achievements or their futures. It remained for our Mel Wax to put this area in a bad national light and he did a thorough job of it, more convincing than Temko because less violent and having the appearance of objectivity that goes with Channel 9 as opposed to The Chronicle. What is attached is a week-end response to these stimuli.

I don't know whether anybody will want to do anything with it or whether it can indeed be published anywhere or if it should be. But I am prepared to let it be if it will serve any useful purpose, subject only to the usual proprietary rights to approve any editing and the way it is used.

Very truly yours,

John E. Burchard

cc: Mr. A. C. Anderson
Mr. N. B. Case
Mr. A. E. Charles
Mr. D. G. Hammond
Mr. S. Threser

So much bombastic polemic has been levelled at BART that it may be hard at this juncture for anyone to reach an objective appraisal. One is tempted on the one hand to ignore the lazy fulminations of an "architectural critic" who in one paragraph calls prestressed construction "revolutionary" and in another says that "contractors have readily bid on thousands of prestressed designs in this country", who must know what a vault is but does not bother to discriminate between it and a gently curved, ribbed ceiling. But the language of this writer is so intemperate, so ignorant, so lacking in any taste or discrimination that it is even more tempting to respond in kind.

One could say for example that it is not the BART stations which have been "butchered" but the truth about them. One could add that it is not the columns of the stations which are old-fashioned but the "brutally bumbling" Victorian invective which conceals so many inconsistencies, and falsehoods and half-truths. One is moved to deny that the engineers of BART are close to being the worst in the world, blunderers, hacks, time-servers, who display "flagrant ineptitude." All of these accusations are made in a single piece and one might wonder whether all of them were not better applied to the accusor. A pre-stressed concrete slab is not a "dynamic structural membrane". The ceilings of the Market Street Stations are not going to be "oppresively flat", indeed they are not going to be flat at all. Columns are not out of date in all situations. There are beautiful stations in Stockholm whose ceilings are as low (and less relieved by coffers), whose columns are thicker and more closely spaced than those of the Market Street Stations. The budget for architectural finishes on Market Street are as generous as those for the Swedish stations. There is no reason why they will not be as fine as those of Stockholm. The Market Street Stations are important and should be well treated but they are never going to be the "main entrance ways to San Francisco" which for some time anyway will remain the Airport, the Golden Gate and the bay bridge. To spill so much bile on a false issue is a sign of immaturity or worse. It is frightening to see a critic embark on analysis of cost and time for which nothing in his experience seems to have provided any expertise; but he is not the only technocrat who has had to get his technological information at second hand. One should resist writing of this sort and the temptation to reply in kind to articles which are so intemperate, so ill-informed, so unobjective, so devoid of everything but ill-temper, because it can serve no useful purpose.

In some ways what happens on television is even more destructive to a fruitful community dialogue. Very recently the National Educational Television Network carried a program on urban transit problems. Several television reporters from various cities described the problems and the situations in their homes. All of them except the man from San Francisco managed to describe the difficulties of his home town fairly but to go on to what was being tried and to support this with some pride and optimism. It remained for Channel 9's representative to wave his customary doubts about BART and to throw the whole future of San Francisco in this area into a limbo of doubt and despair. This was a sad commentary not on BART but on reporting in San Francisco which does all it can to betray and as little as possible to encourage cooperative and constructive dialogue.

Other criticisms of the kinds issued by Lawrence Halprin and Donn Emmons does not invite or deserve polemic answers. The points they raised were serious; almost all were well-taken. Tempestuous as was their leaving, they performed an important communal service. The individual questions they raised have been considered in detail; many have been answered the way I think they would like them to be answered, a few have not. Of these few, the answer has sometimes been different because of disagreement with their conclusions. For example, the competent architect of the San Leandro station does not agree with Emmons' proposal for a mezzanine and pedestrian overpass and neither do I. A few other proposals such as the arrangement of the line on Hearst Avenue in Berkeley have been eliminated by the decision to put the line underground. The comparable proposal for Grove Street in Oakland to put the line on one side of the street had much to commend it but the practical politics of land-taking there simply prevented it. A few other suggestions may not be implemented because things have gone too far.

There was, for example, the justified criticism of the wire entanglements over the pedestrian overpass in Concord. This was done to prevent pranksters from throwing things over the rail at the attractive target of a shiny, fast-moving train and the preventive measures escalated. They are ugly and perhaps will serve only to make the problem of hitting the train more difficult and therefore more interesting. Meanwhile the design shows other defects. Young people presumably from the adjacent and respectable school have kicked out every lamp and have defaced the concrete walls with scrawling which is far from being in the best tradition, say of Italian graffito. Out of this experience of the wires and the scrawling I think have come better designs for some other pedestrian overpasses yet to be built, such as the two in Hayward. Here the hand rails are designed as seemly ones, protective of young children and of the kind that adults might expect to encounter in a normally civilized situation. If in use it turns out that the users are uncivilized slobs (and it may) the posts carry provision for the subsequent installation of the uncouth cages which uncouth behavior may provoke. But there is a vast difference in a design attitude which assumes uncouth behavior to be inevitable and one which starts by hoping that it will not ensue at all. In this as in some larger things we doubtless owe Emmons a considerable debt.

So, though it may be too late, my impetus to write this has come more from a desire to make a sort of public report to friends whose work I admire and to whom the Bay Area does owe a debt than from a naturally angry reaction to a tirade from a critic whose credentials and whose objectivity I have no serious reason to respect.

How can one best make such a report, if not to Emmons and Halprin at least to serious citizens of the Bay Area? It must be candid. It must admit that there have been places where BART has nodded. It must not fail to point out where other parties might have done better. It must try to put the details into proper perspective before one uses them as examples. To do this it may be convenient to trace the probable experiences of two quite different people, the first a rider on the system, the second a non-user living in a community through which the system passes. There is a third to whom less attention need perhaps be paid. This is the stranger. Strangers do not

get their impression of Paris by entering it through the Metro; nor Londoners by a first encounter with the Underground. Strangers will continue to enter San Francisco by the Airport, or the Golden Gate or one of the freeways and it is absurd to talk of the Market Street Stations, important as they are, as the gateways of the city which therefore need to be palatially "vaulted".

Returning to the citizen-rider, he must begin by getting from his house or place of work to some station on BART. If the station is an outlying one, he will come either by feeder bus, rarely by taxicab, frequently in his own automobile. If the latter is driven by another it may be taken away; if he drives it himself he may wish to park it near the station all day. As the stations are nearer to central cities the parking lots provided by BART tend to disappear. At the outlying stations BART expects to provide generously for all-day parking in areas which are part of the station land. Under the new system of planning this entire area is under the surveillance of the architect of the station who is working with a landscape architect of his own choice to bring about a harmonious and efficient result. For most and probably for all of these stations I expect to see thoughtful designs within the limits of the BART precinct There is serious attention to where buses and "kiss-and-ride" private cars will discharge their passengers, with the greatest convenience to the riders. There is attention to the ways of walking to the entrances. At sites such as the once hotly discussed one at Bayfair where two lots are separated by the BART line the right decision has been made that there will be a vehicular underpass and a much tidier lot design has resulted. At Lafayette it is agreed there must be a pedestrian underpass to the shopping center.

All this does not guarantee that the communities which contain such parking lots and stations will not find themselves confronted with some new traffic problems as a consequence of the stations. If, as is likely, much of the BART traffic is peak-loaded, the streets which feed the entrances to the BART lots may easily be clogged. This will be both to the detriment of the citizens, of the riders and of course to BART itself. It might have been a great venture in cooperative planning had more of the communities grappled firmly with this and other related problems, including the remarkable opportunities proffered by the very existence of a BART station. I am not fully informed as to what has been done but have the clear impression that not enough has been done in many communities and I know that it is getting very late in the day. An interesting and useful job for a serious architectural and planning critic would be to investigate in detail what has in fact been done and to report it straightforwardly and without shouts of pain. This useful service would require a good deal of hard work and the reporting would need to be factual. These conditions might make it seem unrewarding and too much trouble to an armchair hatchet man.

In more central situations difficult traffic problems may arise by the very fact that there are no nearby parking lots and that more of the passengers will reach the stations via public vehicles or "kiss-and-ride" private cars. This might happen in downtown Berkeley where a spectacular, even heroic, effort to get the trains underground does not seem to have been matched by an equally spectacular and heroic effort to make sure that all will be well on Shattuck Avenue. The case of Harvard Square in Cambridge might have

served as a warning. This square is the locus of the terminal station of one of the principal subways in the Boston system. Once it stood firmly in the square with no great damage to anything round about. But the suburbs grew and so did the feeder buses. Today the square is stifled with buses and taxicabs and a difficult place for the private car, the pedestrian and even the shopper. The Berkeley station is not a terminal station and the feeder lines will presumably not become as numerous as in the Harvard Square catastrophe but surely they will increase substantially on a Shattuck Avenue which really can not stand any more now; and if these feeder buses represent terminal rather than through lines the problem will be aggravated since they must wait for passengers to come out of the subway as well as discharge them to go in. Perhaps Berkeley has fully solved this problem and I would welcome a factual rebuttal to that effect. But even if so there are analagous problems of greater or less severity all up and down the future line.

When the city becomes truly central-downtown Oakland or San Francisco some of these traffic problems may dwindle to be replaced by others. In San Francisco it may be expected that much of the feeding will come from the Muni line also in the tunnels and much of the rest will be on foot. I could have hoped for more attractive ways for San Francisco pedestrians to go from the BART precincts to nearby destinations and vice versa and I think this may well be more important than the heights of a mezzanine ceiling. It is also open to a good deal of the kind of ingenuity that has been displayed for example in Disneyland. But it does not seem to have interested the city much; and it is not BART's prerogative or responsibility. The silly mezzanine extensions are of course no answer at all. In San Francisco the climatic probabilities call for as much above ground travel as possible not a maximum of tunnel walking which may even be desirable on Manhattan Island, although I doubt it there too.

I have gone into this at such length because it is necessary to remember that some of the most annoying experiences for the BART rider are likely to occur before he has reached the BART premises or after he has left them and this seems to have become nobody's serious concern.

After he has reached and entered the BART premises and left his automobile and become a pedestrian for awhile the passenger will, I believe, pass quickly and pleasantly through the ticketing procedures and the fare gates, into the controlled area and up or down stairs and escalators to station platforms. Here is where a sense of perspective is needed. The longest component of time to be spent in the precincts by a typical BART user will be on a station platform waiting for the next train. Unless he has to queue briefly to buy a ticket or pass a gate he will normally pause in the mezzanine not at all or only long enough to buy a newspaper or a pack of cigarettes. When he detrains he will have no occasion to stop anywhere. BART mezzanines simply cannot be thought of in terms of the waiting rooms at Grand Central Station or new air terminals. They will only rarely be the site of a rendezvous. They will not act as picture galleries; and in my view they should not be shopping centers either (the air in Boston's central station at Park Street has been polluted by the garlic of a pizza stand which may be charming in

Napoli but is not really what is needed under the Common). I see no reason why a rapid transit system should have to cater to the sudden craving of a passenger for a hero sandwich or an ice cream cone, or aspirin, or gum, or even cigarettes. I myself would be content with nothing more than a newspaper and magazine kiosk and let other necessities be provided on the city streets where they were provided before. There will no doubt be more vending than that. One of BART's problems may be to make sure that the vending machines or kiosks are handsome, simple, conveniently placed; and I hope the management will limit what is to be sold rather stringently if only to impose limitations on litter and odor. The engaging flower booths of Union Square belong at the top of BART stairways, out on the street, and not down in mezzanines.

So it seems clear to me that the platform experience is the critical amenity for the passenger when he is not in actual transit. What this says about the mezzanines is something like this. It is too limiting to describe them only as corridors although that is all they will be to many habitues, no doubt. But it is even more absurd to think of them as palaces along the lines of the first Moscow Stations where the People proved that they could outdo the aristocrats in imperialistic and tasteless ostentation. The best arrangements seem to me to be in Stockholm though there is a rather fine dramatic appeal to Milan and of course a nostalgic Piecadilly Circus kind of charm in the cluttered up old stations of the London Underground. The Swedish stations are more orderly and a first design choice is between order and chaos. This is not necessarily an open and shut choice but for good or ill our choice has been for order. What then characterizes the pleasant order of the Swedish stations?

They are well lighted, the surfaces are pleasant onceiling, wall and floor; their directional signs are simple, clear, handsome, unequivocal and used with restraint, not proliferated to the point of confusion in the communications. Other colors are not allowed to invade the color coding of the system just as a reputable magazine will not let a reader be deceived by typography into thinking he is reading an article when he is embarked on an advertisement. Other sources of information such as sytem and local maps, announcements, train schedules are also clear, handsome and well placed. There is an harmonious juxtaposition of the necessary furnishings, vending booths, gates, benches and so on. There is a clear cut control of the advertising. Art occasionally appears in an appropriate place generally as a mural. Occasionally even an exit gate is of elegantly designed iron set off by the plainness of the adjacent walls. All this has nothing whatsoever to do with "vaults" and "cleat spans", the marginality of whose ritual advantages ean be pereeived if viewed in the context of architectural realities and not in a frame work of "good guys" and "bad guys", of brilliant friends and stupid enemies. Out of door platforms profit further from well designed kiosks for the display of advertising which also are provided in parking lots, and from wind screen shelters.

All of these things I am confident are implicit in BART's present planning. The graphics are being very carefully worked out both as to design, as to needed messages and frequency by an acknowledged local master, Ernest Born.

A program is being developed with the station architects themselves to provide a list of those details which must be system-wide (for example, should not the coves where walls meet floors be standardized to fit the dimensions of the brushes of a mobile washing equipment which will travel from station to station; on the other hand is there any reason for hand rails to be the same everywhere?).

Perhaps the most difficult of these components to control on the American scene is the advertising but even here it seems to me the BART program is forward looking. Adopted recommendations drawn from a well conceived advertising manual provide for a restrained program. This is not simply a matter of noble purpose. The expected yield from all advertising is so small a part of the annual anticipated operating budget that the merits and demerits of advertising could be considered independently of dollars. It was thus possible to consider the elimination of all advertising. The report rejects this conclusion and I think wisely since advertising is a live part of a live modern society and, properly managed, can provide useful information and even diversion for those who ride the BART system. "Proper management" is deemed to consist of controlling the quantity, the size, the location of advertising areas and sometimes the contents of the advertising but not its design. By controlling location, for example, competition with the systems communication and color coding can be excluded and visual chaos can be eliminated. Naturally the design of advertising is important but the idea of any fine arts control commission was ruled out by the report for many good reasons with which I quite agree. The optimistic view is that the general taste of much American advertising is improving (at least on the visual side). There remains a considerable gap between much of it and notable examples from the Scandinavian countries, France, Switzerland and Italy. But with limited space BART may be able to pick and choose and at least lean to those national advertisers with well designed posters; it can make other demands. One of the best advertising layouts in Stockholm is along the edge of an escalator where a long series of posters well spaced are identical in design and of course sell the same product. Such a space can be sold as a whole and under comparable conditions of sale. There are other weapons. One is the influence of example. It is proposed that BART reserve a portion of its advertising space for its own announcements and those of local cultural enterprises. Unlike national advertising which almost has to be designed for standard sizes and for mass printing, local posters can be single originals or made in few copies by silk screen and similar processes. They can be designed by local artists. They can be the subject of competitions and of awards. London Transport has successfully done all these things. Thus a certain bell-wethering effect might be expected to set in.

Such advertisements naturally begin to tread the border between commercial art and ART with a capital A, if there is such a border (perhaps paintings made to sell things or ideas are nearer to the spirit of historical art than pai - ings made to sell themselves). The architects have also been asked to designate places in their stations where ART might appropriately be introduced. Some will think no art appropriate in such an environment; others will leap at

the chance. Most such spaces will probably be wall spaces because free standing sculpture offers some problems of circulation. But sculpture is not barred a priori. Where the architect proposes such an installation the surface will be left unfinished. BART expects to try to interest local patrons, including corporate patrons, to donate the art, the appropriateness of which will not be determined solely by patron or architect, but rather by a suitably constituted commission. This has been successful in some other cities and might be successful in the Bay Area. The donor can receive his thanks in the form of a restrained corner card less conspicuous for example than that reserved for the guilds of butchers, bakers, cobblers and so on in the glass windows of the medieval cathedrals.

BART's list of architects includes essentially every architect in the Bay Area who has attained more than a local reputation save perhaps one or two very young newcomers. The two principal exceptions to this are consultants to the City of San Francisco. The architects range from those who could be called "romantic" to those who might be called "hard-edge". One could argue it would be better if all the stations were to have come from one hand. But it can equally be argued that a city is a great city only with diversity, that urban neighborhoods are not alike and that stations also can profit from some individuality of character. This is I think the better view. I see no reason to think that the architectural results are going to be stifled by "bureaucrats". A rapid transit station program has its own built-in limitations and may not encourage as much exuberance as a new cathedral on a hill but the freedoms of necessity have never been of the sort to make a good architect feel shackled.

The mezzanines will perhaps generally be a little more interesting than the platforms simply because their floor areas are not cut into by tracks but I believe the experience of waiting on the station platform as well as the briefer experience of passing through the mezzanine will be pleasant for most people.

Then the train arrives. I have heard no one really assert with any seriousness that the cars will not be magnificently comfortable. If anything, a critic might say that they were too comfortable. Some earlier talk by some of BART's critics in praise of monorails and other "modern" devices was simply ignorant nonsense. One could almost foresee a similar outcry when the decision about whether to use direct or alternating current was announced. Happily for the technocratic critic either can be denounced as "old fashioned" and some one can be found for the critic to quote.

The ride will be comfortable, fast and safe. It may not be very scenic. Much of it will be underground, perhaps too much of it for passenger delight which had here to yield to the cities' upstairs. When the train is above ground not many will be able to look forward. There will be no vistadomes or observation platforms. There will be nothing to compare to the great city views that used to unfold from the prow of a ferry travelling from Oakland to San Francisco or from Staten Island to Manhattan. Lateral views will be blurred by the speed of the train although there will be occasional vistas from the

aerial structures. But the line has not been laid out with such vistas as an objective and when they do occur the train is unlikely to slow down the way the D&RG did when it went under the high bridge in the Royal Gorge. The views will mainly be inward and repose will probably be the main experience - good light for reading, simple colors and furnishings and almost no advertising.

The one outward view that might become repulsive could arise if the edges of BART's right-of-way were to be lined with billboards. BART can prevent this within its own property lines and already has adopted an appropriate policy to do so. The real control rests with the communities through which BART will pass. Returning to the cars, I expect there will be no art in them; the conformation of the car interior does not offer much effective space. There are no plans for movies in flight, for television, for radio, for muzak. The BART car may be one of the few places left in the world where one can read or converse unassailed by music he did not choose to hear.

The effect of BART on the man who stays at home is of course of equal importance. I have discussed one of the possible diseconomies that may arise in the form of traffic congestion. There are other even more important possibilities.

There were magnificent opportunities for the cities to plan around the station sites for new development or redevelopment. There has been some such planning. But by and large and at least up to now the community response has been sluggish. In the early days of BART architects tried to lead cities to rapid and imaginative programs of their own. Mr. McCue made some exciting studies of what could happen in downtown Oakland. There were suggestions of the same sort for Powell Street in San Francisco and elsewhere. No reasonable person could expect BART to spend money for which it was trustee in doing more than suggesting to a community what was possible. No reasonable person could believe that if BART had made full scale proposals they would have been acceptable to local citizens and politicians whose own architects had not done the work. What BART could properly do and what it tried to do was to devise station arrangements so they would not inhibit a splendid community development; and perhaps to show that one such version of the development might look like. It might then hope that the community would seize the leadership in planning for the larger area, perhaps using the station architect for the wider arrangement, perhaps having its own architects work in close collaboration with the station architects. There has been regrettably little of this. In retrospect it might be contended that BART should have gone directly to the people of the communities with dramatic models to create some kind of a grass roots demand. In my opinion this would have been beyond BART's charter and moreover would not have worked.

Now there seems to be more stirring in many places. It is very late. But it is never quite too late - too late perhaps for an unimportant "vaulted" ceiling in Market Street but not too late for much great civic improvement. As things are, though, John Lyon Reid has had to imagine what an extension of the Civic Center in San Francisco might be like as it led down to his station in the absence of any affirmative position by the City. Perhaps the Supervisors and the Mayor could usefully have given this problem as much sweat and tears, if not oratory, as they lavished on the Market Street "vaults". But there is still time for much of this. The Cassandras are not all that prescient. It is simply

not helpful to be told "as far as civic design and rapid transit are concerned, San Francisco can almost call it curtains now." Even with the weasel word "almost" this is simply untrue.

There are other places too where important things remain in reach. Surely it matters to Oakland whether the plaza at the Lake Merritt Station is so conceived that some time the City can provide handsome approaches to the distinguished museum at the east, to the skillfully designed Peralta College to the south, and to whatever redevelopment occurs west of the site. In this as in other questions of forward thrust Oakland seems sometimes to have been more vigorous and imaginative than the great lady across the Bay. It has encouraged this kind of collaboration and BART has responded. And it is a kind of collaboration which will usually remain possible even when the station design is far advanced.

Most local concern has been levelled at lesser but not necessarily trivial matters. It stems mostly from concern as to desecration of landscape or townships by BART's aerial or surface lines, prompted by a number of dismal freeway experiences. Vigilance against desecration is altogether desirable and even necessary. In one sense it is the rare new thing in a developed community or on a great natural terrain that does not diminish something else. Lines of track or highways are among the greatest potential desecraters. But they can be ennoblers. Who would say that the Pont du Gard or the Bridge at Alcantara did anything but enhance the gorges they span? Certainly there are parts of freeways which give exciting examples of what freeways may be. BART has I think been careful about the potential desecration. It has chosen as its basic design a fine standard support designed by Emmons which, in my view, is the equal in efficiency and beauty of any I have ever seen. It has provided for ultimate landscaping along most of its route. Landscaping, it perhaps needs to be said, is more than the planting of trees and flowering shrubs - it involves tailoring the land or refraining from tailoring it; there are places where logs or concrete are more fitting than iceplant. It depends upon the circumstances whether a concrete abutment or one placed on a sloping grassy hill is the better. As the planning now goes forward the landscaper for a station or a line of stations works out along the line; and where there are transitions from the ideas of one landscaper to another they occur where there is a natural separation of some other sort.

Aside from the standard trestle there are roughly eighty crossings which for one reason or another can not be bridged by the standard design. Some are simply where streets are too wide; some are where the line crosses at a skew; some are complicated by other overhead or grade structures. Each of these has been examined as a separate thing for its appearance. Many cannot be seen by anyone; of those which can be seen many were sensitively laid out in the first place; others have been sent back for redesign. In just a few cases the spans become long enough so that something that could be called a bridge or viaduct is indicated. One example is at San Jose-Alemany, another in Walnut Creek. Special attention will be given to the beauty and the appropriateness of these designs. At every point where the line emerges from a tunnel the portal may be of great visual importance and each of these is being examined. Various kinds of fencing including Corten are being tested

and examined at Concord and it is understood that the fence which is mandatory, given a third rail, is a relevant item in the long line design; but it is not proved that conventional solutions with proper planting are necessarily going to be less self-effacing than innovative solutions; and self-effacement in this situation is probably the goal to be sought since there is simply too much fence to try to make it into an architectural feature.

There are more complicated situations which move in the direction of civic design. There is for example the position in Orinda where a combination of a shopping center not quite in the image its citizens hold for their homes rises against handsome hills; here a rerouted freeway, financed for the time by BART has to work with the BART tracks and the BART station and local travelways. A problem which seemed to begin in the minds of the citizens as a question of whether the abutments should be of concrete or of grass has properly blossomed into a study carried on by station architect Esherick and made on BART's instructions and at BART's expense. This will show what the whole complex will and ought to look like and give everybody a chance to understand the end result instead of picking away at this detail and that.

No doubt we need more communication of this sort but I find no reason to believe that BART has not generally and generously courted it as a matter of policy. Of course there have been slippages now and then. We need to minimize these and we need to do all we can to avoid the errors of judgment or taste which we know we are bound to make because unlike armchair users of billingsgate, we know we are fallible.

I am prejudiced of course because I would not continue as consultant if I thought things were different than I here portray them, but I cannot regard all this activity as the result of time serving hack work, witch doctors and people indifferent to good design. Of course some people care more than others just as they do in the larger communities. The problem is not different than it is in a larger community. Those who believe in good design have to be persistent, even relentless. They cannot leave good designs on the table and walk away. They have to work at low levels and high levels. The real issue in BART and everywhere else is whether there are enough people and the right people in any community who are listening to those who do care about good design. In my three months at BART, I have found many who do listen and none in the top levels who do not.

But the big issue remains not whether it would have been a little nicer to have the arcuate, ribbed, "open-span" station mezzanines on Market Street but what happens to the rider out of the station and in the city. This is where constant nagging and heckling that confuses sensible discussion and even prevents cooperative work because sides have been chosen, is so totally unhelpful.

Harold Gilliam has described the real problem very well in a recent article

(This World, February 12, 1967, page 29, "Now Its the Battle of Diablo Canyon"). He writes:

> "Vast areas of the California landscape that should be preserved are going under the bulldozers because all of the State's development is dominated by single-purpose planning. Highway engineers plan for freeways; private developers plan for tract housing, corporate developers plan for industry; but nobody plans for the landscape as a whole."

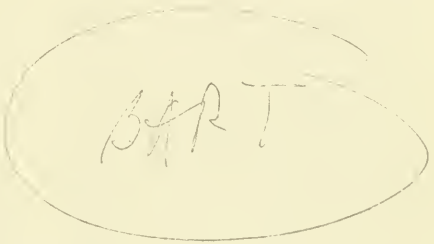
Mr. Gilliam is writing about a different problem in its details, and more in terms of conservation than of beneficial change though, of course, he recognizes the need for that. His words are equally relevant to the relations of BART to the Bay Area.

The final result could be bad. It is not going to be. It could be acceptable. It will be something more than that. It could be the finest demonstration the world has seen. It is not developing towards that. In the erection of this last and noblest structure the foundation stones of BART will not be found wanting. But they cannot supply the edifice. It is to what has been missed in this realm that serious critics with the interest of the Bay Area at heart might turn their attention -- but not in the mood of the common scold. Scolding is the easiest and cheapest form of writing to learn. All one needs is a sufficiently copious bag of vitriolic adjectives and perhaps a certain predisposition to despair. Yellow journalism is deplorable in any situation. It is particularly deplorable when it masquerades as professional criticism and incites a community to division. It was a sad commentary not on BART but on the state of criticism in San Francisco when on the recent national broadcast the representative of every city but ours, after admitting their troubles, faced the future with confidence; it was only our man who could view with nothing but alarm.

Mr. John E. Burchard, Dean of the Architectural School of the University of California and Dean Emeritus of the School of Humanities and Social Science of the Massachusetts Institute of Technology. He was retained as architectural consultant to BART several months ago.

The attached letter from Burchard to Bill Stokes was done by Dean Burchard himself over a weekend and contains a few slips of the typewriter. His opening remarks explain the motivation for preparing such a letter. It serves our purposes in staff very well as we consider and reconsider various phases of station design. The letter is rather lengthy but I think you might appreciate the careful thought and planning that is going into every phase of your BART system.

Stanley D. Forsythe



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Douglas Tilden

By WINFIELD S. RUNDE

THE whole world, where art and learning record the achievements of mankind, was electrified when the press of the day announced the sudden passing away of Douglas Tilden, distinguished sculptor and art critic, on August 5. The world knew of the background of this unusual man who, though deprived of hearing and speech in childhood, rose to the dizzy heights of fame because of his native gift in modelling and an indomitable will. It is indeed difficult to write of the man and do him justice with the feeble word pictures such as the writer is able to portray. To understand the great soul that animated, inspired, his work it is only necessary to gaze in contemplation at one of his bronze creations. The principal thoroughfare of San Francisco is dotted with them. Golden Gate Park is graced by several. Cities of the Pacific Coast—San Francisco, Oakland, Berkeley, Los Angeles, Portland—all point with pride to the masterly and beautiful figures, created and wonderfully shaped, by the genius of this deaf sculptor. What he regarded as his masterpiece, the group that stands at the intersection of Market and Battery Streets, San Francisco—The Mechanics—is a bronze group of men working in a foundry. It is as beautiful as it is wonderful. Gazing intently at it, one sees those strong builders of a great city actually moving. One can almost hear the ponderous drill as it comes in contact with the heated metal. It is an optical illusion—bronze figures in a busy mart made to convey to the onlooker the living actualities in an iron foundry. Who but a genius could conceive and put into inanimate metal such realistic figures—and cause them to perform before the astonished spectator? Such a mind was Douglas Tilden. No wonder he received the world's acclaim. Posterity will forget the man and his fearful handicap. But posterity will not forget his work; for bronze is enduring. Men will only know Tilden's works as symbolizing the activities, the thoughts of a past age. Such is the order of passing time. Men live, create and pass on. Their work in life endures or it is washed away even as the writing on the ocean sands disappears when a wave breaks and spreads on the shore. Tilden created to endure. The ages will bear witness to the achievements of his great mind and skilled hands. He was of this world and yet apart from it. His soul soared to great heights. He sought to create on these western shores a second Athens, where art and learning would find fullest encouragement of expression. That his yearning was not immediately fulfilled engendered bitterness and his last years, spent in reduced circumstances, were years of unhappy existence.

Born in Chico, May 1, 1860, the son of a physician who later become the first superintendent of the Stockton Hospital for the insane, Tilden lost his hearing from an attack of scarlet fever at the age of five. He was placed in the California School for the Deaf from which he graduated and then enrolled at the University of California. He remained there only a year when Dr. Warring Wilkinson placed him on the teaching faculty of the California School. He proved to be a stern but brilliant teacher. While teaching, he spent his leisure time modelling in clay in an old shed that stood on the southeast corner of the school's campus. Here he developed his remarkable talent and it was not long before Dr. Wilkinson urged the directors of the school to send the young teacher to Paris.

In the French art center, Tilden studied under the great sculptors, notably Rodin, creator of great scriptural and symbolical

groups. In due time his extraordinary talents began to attract notice, and when he exhibited at the salon he leaped into world-wide fame. While in Paris he organized, in 1889, the first International Congress of the Deaf and was its vice president.

Returning to America he opened a studio at the old Woodward's Gardens in San Francisco, later removing it to Oakland after his marriage to Bessie Delano Cole. He became professor of sculpture at the Mark Hopkins Institute of Art, University of California, and continued as such from 1894 to 1900. He also was, in his later years, visiting professor of sculpture of St. Mary's College, Oakland. He was past president of the California Association of the Deaf, a member of the Bohemian and Commonwealth Clubs of San Francisco, Fellow of the Royal Society of Art (London). In 1893 he served on the Chicago Exposition jury of sculpture, and was appointed an honorary member of the commission on the artistic improvement of San Francisco.

Much of his success was due to the encouragement and patronage of the late United States Senator James D. Phelan, who often dined with him at his Oakland studio. His friends and acquaintances among the hearing and the deaf were numerous. Many famous men and women visited his little studio in the west end of Berkeley. These comprised mostly writers, poets, dancers, artists, sculptors, educators and public men. His prizes, medals, diplomas and testimonials were on the walls and shelves of the living room.

Among his best known works are: The Mechanics (Market and Battery Streets, San Francisco), the Bear Hunt (California School for the Deaf), the Football Players (University of California), the Baseball Pitcher and Father Junipero Serra (Golden Gate Park), the Commemoration of the Admission of California into the Union (Sept. 9, 1850) and California Volunteers of the Spanish-American War (San Francisco), Statue to United States Senator Stephen M. White (Los Angeles), Statue to the Oregon Volunteers of the Spanish-American War (Portland).

Besides being a great and original sculptor, Tilden was well read and he wielded a facile pen. He wrote a great deal and he was capable of tossing off letters with a dexterity that was astonishing. He delighted in letter-controversies with men holding high office, or with educators concerning educational matters. Often he contributed spicy articles to the daily newspapers. He also wrote two or three books and many pamphlets. The books were never published.

The music of Tilden's greatness is heard in his works. This is vividly impressed on the onlooker. In everything he did he typified the spirit of the west. He had tremendous vision. His thoughts were of gigantic things—such as would blend with the rugged mountains of his native land, the mighty rivers, the vast ocean and the awesome redwoods. He did not accomplish all he dreamed but he left his impress, and San Francisco and California will always remember his name in association with the cultural background and the artistic growth of the Golden West.

Funeral services for Mr. Tilden were conducted in the chapel of Mountain View Memorial Park, Oakland, Thursday afternoon August 8 at 3 o'clock by the Rev. George W. Gaertner, whose church the deceased often attended. The minister first spoke orally to the hearing friends gathered there, and then in signs for the benefit of the deaf. The services were beautiful in their simplicity. The floral offerings were many. One was from the Bohemian Club, which numbers among its members many world celebrities. Cremation followed the services.

In part, the minister spoke as follows in eulogy of the departed sculptor:

"The silence of threescore years and ten is broken. The sculptor who gave expression to the creations of his able hands now speaks in eternity's halls.

"Two worlds in which he lived and struggled mourn his loss. The world which has its blessed sense of hearing, and the deaf. To the one world he aspired, blazing a pathway for his handicapped fellowmen—his own world he sought to inspire by the gift His creator endowed him with. He was therefore also an advocate for a cause as well as a sculptor, for his works of bruss and his bronzes plea to the world to recognize the abilities of those people amongst whom by the grace of God he was outstanding."

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The Donahue Monument---Part I

By ROBERT O'BRIEN

A couple of weeks ago, at about 5 in the afternoon, I stood at Bush and Battery streets and watched the crowd go by.

Their day's work done, office employees swarmed down both sides of both streets in regiments, and converged on Market street. There, one column struck off to the south, bound for the East Bay Terminal. The other broke up, surrendering its mass form and continuity to the individual interest of boarding a certain bus or street car, of heading for a private, after-hours appointment, of setting out for a particular restaurant or bar or shop.

The faces of some were grim and fatigued; others chattered like school children at recess.

The policeman at the intersection blew his whistle. Motorists in the streams of cars that moved along both streets blew their horns, raced their motors and jockeyed for position in the headlong race across Market street into First.

It was a scene of great animation, movement and life, and one such as you might see in any great city at 5 o'clock in the afternoon, except for one thing—the Donahue monument standing there on the traffic island.

Out of all those hurrying thousands, not one raised his eyes to those dark and straining figures. Not one paused to read the inscription on the monument's base, which said that the monument, the work of Sculptor Douglas Tilden, was dedicated to mechanics, and had been erected by J. Mervyn Donahue in honor of his late father, Peter, founder of the city's first iron foundry.

But I think that if it hadn't been there that afternoon, they would have missed it.

In all the times you pass it, how many times do you stop to look at Lotta's Fountain? Not one in 20, perhaps. Yet if it were suddenly taken away, you would instantly feel that something was missing at Kearny and Geary streets. "Why," you would say, after a moment, "Lotta's Fountain—it is gone!"

And you would feel, perhaps a

sense of loss; you would instantly realize how much it had meant to you, how much of San Francisco it had symbolized to you, how much you can come to accept its being there today, next week, next year. Its disappearance would sharply remind you of a very basic, and tragic, characteristic of most humans: the inability to appreciate the value of something until one is deprived of it.

So, it seems reasonable to assume that the office workers of Bush and Battery and Montgomery and lower California street's would miss the Donahue monument if, as the Board of Supervisors' Street Committee proposes, it is taken down from its pedestal and removed to Golden Gate Park.

The purpose of writing this is not to open a controversy with that committee, but to suggest that there are considerations involved other than its laudable aim of expediting the flow of traffic.

Removal of the statue and its imposing base would, there is little doubt, improve traffic conditions at this particular intersection; but the time is approaching, and maybe it is here now, when San Francisco is going to have to answer a few personal questions and solve a few personal problems, such as these:

How many symbols of her heritage is she going to sacrifice to improve traffic conditions? When, according to her set of values, does a discrepancy begin to appear between the benefits gained, and the cost of those benefits? How much of her heritage can she sacrifice to progress before she begins to lose her identity and the unique charm in which she takes so much pride?

She is torn and on a much broader scale than the one under discussion, paralyzed by the conflict between those who want to stand still and those who want to go ahead; really, how is she going to handle this conflict? It will not be simple or easy for her to decide, but perhaps it is time she tried.

(To be continued Friday)

The Donahue Monument---Part II

By ROBERT O'BRIEN

There are several stories to the background of the Donahue monument at Bush and Battery streets. All of them relate it directly to the city; not, it seems to me, to the grade or dell in Golden Gate park to which the Supervisors' Street Committee has recommended that it be removed, but to the hard pavement of the city streets, to the hurrying footsteps of the city's workers on those pavements, and to the brick and steel skyscrapers in which they toil.

One is the story of its creator, Douglas Tilden.

Tilden was born in Chico in 1860. An infant illness left him a deaf mute all his life. With those similarly afflicted, he conversed by means of his fingers; with all others, he communicated in writing, dashing the words out in the sheets of his little pocket pads with, it sometimes seemed, a single sweep of his pencil.

He was educated at the Berkeley Institute for the Deaf and studied art in New York and Paris. On his return to California in 1894, he became professor of sculpture at the Mark Hopkins Art Institute. In the years 1890 to 1904, he won many gold medals for his work, at national and international expositions from Seattle to Paris.

In 1920, when six of his groups or statues occupied honored places in San Francisco and Berkeley — the Donahue, Native Sons and Volunteer monuments; the Ball Player and Junipero Serra in Golden Gate Park, and the Athletes, on the Berkeley campus—Tilden was forced to give up his art because it no longer afforded him a living. He got a job running a lathe in a machine shop. A few years later, he worked for a while in Hollywood.

With money scrupulously saved from his small earnings, he returned to San Francisco, bought some lumber and with his own hands built a small studio in Channing way, Berkeley.

He always knew that some day a great bridge would span the Bay, and although this was in 1924, nearly 10 years before construction of the Bay bridge started, Tilden, working alone in his world of silence, began mold-

ing a vision into clay. The day would come when he would cast the clay model in bronze, and the name of the statue would be "The Bridge." It would be of two figures, a youth and a maiden, kneeling, bending toward each other, their lips meeting in a kiss. They would symbolize the two sides of the Bay, reaching out to each other and uniting, above the Bay waters.

"When the bridge is built and finished," he wrote on his pad, "I shall place this statue on Telegraph Hill, to live with the bridge forever."

But this work, which was to have been one of his masterpieces, was never finished. In 1930, police investigated a neighbor's report that Tilden was starving. They found him alone in his studio among his plaster casts exquisitely modeled bronze the lineaments of soul and his struggle.

Upon his table flicker scene lamp; his electri been turned off because he could not pay his bill. Beside the lamp was a bucket of drinking water that he had borrowed from a neighbor; his water had also been shut off.

Remembering, perhaps, that once, Mayors, Governors and statesmen had hailed him as the world's finest sculptor and as the greatest living deaf mute, the feeble, 70-year-old artist denied, with flashing eyes, that he was hungry.

Why did he not apply for a State old-age pension? they asked. Tilden seized a pad and pencil in his trembling hands and wrote another indignant reply: "I am not a pauper." Sheer necessity at length overcame the old man's pride, and a few months later he applied for, and received, a pension.

For the next five years Tilden lived forsaken and neglected in his shabby studio, a ward of the State. And while he huddled over his tiny gas range for warmth, he had, for what it was worth, the bitter satisfaction of knowing that San Francisco ranked among its most treasured artistic possessions the monuments he had created for her broadest and biggest street, and for her most beautiful park.

One day in August, 1935, a caller pushed open the studio door. The lights were on, and threw against the wall curious shadows of the plaster casts and models that looked down from the shelves. A gas flame burned steadily beneath a dry, white-hot pan. And on the floor, dead of a heart attack, lay Douglas Tilden. Coroner's deputies said he had been stricken many hours before, while attempting to heat some water on his stove.

For a long while after people

The Donahue Monument---Concluded

By ROBERT O'BRIEN

The Donahue monument, whose removal from Bush and Battery streets to Golden Gate Park has been recommended by the Supervisors' Streets Committee, was erected by the estate of J. Mervyn Donahue in memory of his pioneer father, Peter Donahue.

Douglas Tilden, the world-famous deaf mute sculptor, whose tragic life we briefly reviewed here last Friday, was commissioned to execute the statue in 1903.

For weeks, he groped for a concept which, translated into bronze, would reflect the spirit of the life and accomplishments of Peter Donahue, the city's first industrialist.

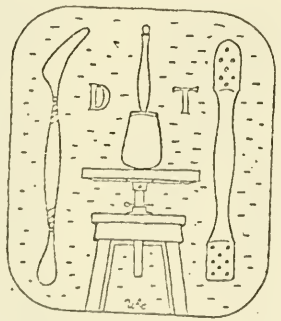
It was a life and career dedicated to the mastery of the machine and metal, and to the exploitation of both to improve the condition of man. How, pondered Tilden, was he to express this, implying the struggle it involved and implying as well man's victory in that struggle?

Tilden was supplied an answer, like so many artists before him and after, by a dream. "I want to say," he scribbled on a conversation pad many years later, "that I saw the image of the Donahue monument in a dream. Getting up, I ran to the shop in the rear of my home and made a hasty sketch. 'I have got it,' I said to myself, and there the monument is today on Market street."

Three years later, the statue was ready for unveiling. This formality had been included in the official program of President McKinley, who had arrived in San Francisco May 12, 1901, during an official visit to the West Coast. Owing, however, to the illness of Mrs. McKinley, who had accompanied him, the President was forced to cancel participation in many of the activities scheduled for him, and the dedication of the Donahue monument [illegible] of the [illegible]

Unaware that the President was at his wife's bedside in the Henry T. Scott residence at Clay and Laguna streets, a large crowd of San Franciscans gathered at Market, Bush and Battery streets on the morning of May 15. By 9:30, Market street traffic was blocked and it was taking all the efforts of Police Captain Spillane and 75 patrolmen to keep the surging spectators behind the wire cable that barred them from the space around the reviewing stand and the statue's base.

Shortly before 10, they broke into cheers at the arrival of a carriage containing Henry Scott, Mayor Phelan, Colonel M. H. Hecht, Police Chief Sullivan and Irving M. Scott of the Union Iron Works. Mayor Phelan announced



with regret the President's inability to attend, and formally accepted the statue in behalf of the city from J. F. Burnm, an executor of J. Mervyn Donahue's estate.

To the speakers at the ceremony, and to the San Franciscans who listened to them, it was of impressive significance that the monument was to stand there where, every day, forever, it would remind the citizens and workers who learned past it of the city's beginnings and growth, of how pioneer courage and industry had built a metropolis on the sand hills which a short 50 years before had held the waters of the bay at the very point on which they were gathered.

"Within a few feet of this spot," said Irving Scott before unveiling the monument, "Peter Donahue established the institution now known as the Union Iron Works. In the small foundry then erected at First and Mission streets was successfully accomplished the first casting made on the Pacific Coast. It is appropriate that this monument should stand so near to the scene of Peter Donahue's first business success . . . All honor to the memory of Peter Donahue . . ."

A week had not passed before literal-minded critics began to clamor that Tilden's details were faulty—the monument's mechanical drill punch, in reality, would never work; furthermore, the threads on all the nuts and screws spiraled to the left, instead of to the right.

But the carping never diminished the dynamic and dramatic appeal of the monument in the eyes of proud San Franciscans, nor did it dismay its creator, who knew that it was indeed a masterpiece.

"The Mechanics' statuary," he once wrote, "is one of the two greatest works of sculpture ever created by American-born sculptors . . . a fact which will be confirmed by the verdict of posterity." And, later, "My 'Mechanics' on lower Market street is the greatest apotheosis to labor in the world."

Once, when the Board of Supervisors thought of placing a horse trough around its base, Tilden lodged an indignant protest against the proposal. "Let it alone," he said, "and posterity will thank you."

It seems to me that the clerks, the secretaries and the stenographers who hasten past the monument in the afternoon rush hour today, sensing its presence but [illegible] words of Tilden [illegible] [illegible] [illegible]

arket street development project
MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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Counties District
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CUTIVE DIRECTOR
NARD AVERBUCH

MEETING: With police officials to discuss problems of Market Street

TIME & PLACE: 10:00 a.m. Wednesday 30 May 1973
Conference Suite (Room 675)
Flood Building
870 Market Street

Meeting with Supervising Captain Jeremiah Taylor, Captain John O'Rourke of Southern Station; and Lt. Richard Trueb, department's legal office. The newly designated head of Southern Station, Captain John Shine, has also been invited.

The agenda will include excessive noise problems by bongo drummers and other musicians, as well as petty theft problems.

Bernard Averbuch
Executive Director

San Francisco Chronicle ★★★ Fri., May 25, 1973

Editorials

Noise Pollution From the Bongos

THE BEAT, BEAT, beat of the tom-toms—or more accurately, the bongos—which stirs or amuses some passers-by at Powell and Market streets but is "a stench in the ear" for others, has brought on another nice civic problem akin to that involving street artists.

Complaints are mounting, especially from office workers in the vicinity whose eardrums and nerve-ends are bombarded by bongo sounds eight hours a day. They cite the general definition of noise as "any sound at the wrong time and wrong place" and denounce the incessant thrum of the bongos as "noise pollution."

Nevertheless, police and legal experts agree that the bongos' decibels, whether noisome noise or bona fide street music, fall outside the law on disturbance of the peace because the essential element of malice is lacking for prosecution. Nor do they affront the city's new noise-abatement ordinance which stands mute on the subject of bongos.

THAT ORDINANCE DOES, IN FACT, make it a misdemeanor "to produce raucous noise, or disturb the peace, quiet and comfort of persons in the neighborhood." But at the time of its signing, Mayor Alioto, well versed in the law, was at pains to observe that "church bells, street musicians, and Christmas carolers" are exempt. Whether bongo drummers are indeed street musicians remains to be adjudicated.

Meanwhile, it has been suggested that the Market-and-Powell bongo troupe -- augmented by bass saxophone—start strolling around town day by day, from the Ferry to the Cliff House, and thereby spread their output. Thus they would avoid the currently localized complaints gain wider recognition, and at the same time permit the city to live up to its reputation for tolerance and local color.

IN ANY CASE, they might welcomed the service of Municipal Judge Harry W. Low "for the protection of merchants and of all persons who make reasonable use of the sidewalks," cooperate with authorities toward solving this obviously bothersome problem.

The Emporium

BIG E NEWS RELEASE

FROM: Alice Cason
982-1111 ext. 499
Special Events

FOR RELEASE: Friday, November 9, 1973

SANTACADE IS COMING

Santa Claus comes to downtown San Francisco tomorrow. As the star attraction of the annual Emporium Santacade, he will help set the stage for the coming Christmas season.

Santa will ride atop the Powell Street cable car accompanied by a procession of costumed girls and boys, Giant Christmas Tree and Snowman balloons, and the Black Raven Bag Pipe Band.

Santa's cable car will travel down Powell Street from the cable car barn arriving at Union Square at noon, where he will be joined by the other parade units.

The parade will be from Union Square down Powell to Market. This will be the 25th Anniversary of the parade as well as the 100th Anniversary year of the San Francisco Cable Cars.

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The Middle of the Mess

By Stephanie Maze

Powell and Market streets, the famous intersection some city planners consider the centerpiece of what has been called San Francisco's new Champs Elysees, is an unsightly cluttered and often hazardous mess. There are holes to fall in and lots of things to trip over. And no one seems to know when it will be cleaned up. Story and more pictures on Page 4.

City College gets offer of campus

The Louis R. Lurie Foundation has offered to lease its long - vacant building at Fifth and Market Streets to the board of governors of Community College District for a downtown City College campus.

Real estate broker William A. Stone made the offer at a board meeting last night, saying the area would be ideal for an adult education institution.

Stone pointed to the nearness of BART, Hallidie Plaza, cable cars and parking facilities at Fifth and Mission as a few of the advantages of locating a school in the old building once occupied by a J. C. Penney department store.

He contended the board's plans to build its own downtown college at Fourth and Mission Streets would cost more over a 20 year period — $10 million as opposed to $6.5 million for a 20 year lease.

The board did not act on the offer, but Superintendent Louis Batmale directed the district's superintendent of facilities to take a look at it.

Batmale said he is convinced the board should go ahead with its plans to build at Fourth and Mission.

"I think this is a very long shot and a very late shot," the superintendent said in commenting on the offer. "Some of our present facilities are second rate but the people in them are first rate human beings. They deserve facilities all of San Francisco can be proud of."

Batmale said he doubted the district could ever get permission to establish a school on Market Street. He said such a proposal would be bound to attract opposition from downtown interests, including the Chamber of Commerce.

The board indicated determination to go ahead with building at Fourth and Mission by authorizing planners to proceed with the design development phase of what is to be called the Downtown Community College Education Center.

Board member Peter Finnegan voted against the authorization. He said he feels the board would be wasting money on the project.

Architect Wayne Hertzka Dies

19 Nov 1973

Wayne Hertzka, one of San Francisco's best-known architects, died at his Kentfield home yesterday morning. He was 67.

As chairman of the board of Hertzka and Knowles, he planned some of San Francisco's best-known landmarks, including St. Mary's Hospital, the Pacific Insurance Co headquarters and the Hong Kong Bank building.

The Hertzka firm also designed three stations for the Bay Area Rapid Transit District.

Mr. Hertzka was born in Spokane, Wash., and earned both his bachelor's and master's degrees of architecture from the Massachusetts Institute of Technology.

Mr. Hertzka was a member of the Concordia Argonaut Club and the Presidio Golf Club, both of San Francisco, plus numerous civic and philanthropic groups, and twice headed the Bay Area Crusade's professional division fund-raising campaigns.

He was also a national vice president of the prestigious American Institute of Architects (AIA), and president of the California AIA.

During World War II, he served in England and North Africa as a lieutenant-colonel in the U.S. Army Corps of Engineers.

Survivors include his wife Marguerite, of Kentfield; a son, Edgar, of Sausalito; a brother, Gene Hertzka, of San Carlos; his sister, Alice Clemens, and his mother, Mrs. A.W. Hertzka, both of San Francisco.

Funeral services will be held tomorrow (Tuesday) at 1 p.m. at Sinai Memorial Chapel, 1501 Divisadero street. Rabbi Joseph Asher of Congregation Emanu-El will officiate.

Private interment will follow.

Some Pretty Hot Stuff Way Back in '05

Nov 23, 1973

By Millie Robbins

What was making news around here this time 68 years ago?

Well, the Spreckels Rotisserie, for one. That smart restaurant — a sign of things to come —was situated atop the Call Building. From its 15 - story perch, Spreckels Rotisserie proclaimed it had the best view in the City of the bay.

That Market street structure was reduced to an iron skeleton during the 1906 Earthquake and Fire. It was reconstructed and is currently known as the Central Tower Building.

Incidentally, the Morning Call, a long - gone newspaper, was started in December, 1856, by five unemployed printers with $650, their pooled resources. John D. Spreckels, son of the sugar tycoon, Claus, bought the Call in the '80s.

In the real estate department, the new Presidio Terrace near First avenue (now Arguello boulevard) and Washington street was being touted as an ideal residential district. Developers were assuring prospective customers that there'd be no crowding in the neighborhood — and their promise still holds true.

Localites and visitors were continuing to enjoy the eight - mile trip to the top of Mount Tamalpais via "the crookedest railroad in the world," which had been laid out in 1893. A steam engine carried passengers around a total of 283 curves. An inn was located about half way to the summit. There, the track twisted into a double bowknot to accomplish a 100 foot ascent within a distance of 1000 feet. The railway was discontinued several decades ago.

The entrance to Presidio Terrace in 1905

The renowned diva Luisa Tetrazzini was the major star in a brilliant season 68 years ago at the Tivoli Opera House. Denis O'Sullivan, brother of the late Mrs. Oscar Sutro Sr., gave a song recital in the Alhambra Theater.

Members of the Bohemian Club were being assessed $100 each for the purchase of a lot at the corner of Taylor and Post streets, where the organization eventually erected its present building. And the Peninsula smart set was enthusiastically attending the pony races with "gentlemen riders" being held at the track on Charles W. Clark's San Mateo estate.

A 1905 edition of the Argonaut printed a frivolous one-act playlet by Kathleen Norris, known later, of course, as Kathleen Norris the prolific local novelist.

The same weekly magazine carried an interview with Professor W. E. Magee, a physical culture instructor at the University of California, who compared the measurements of the average UC coed and Wellesley girl.

After what appears to have been exhaustive research, Professor Magee concluded that the native lasses surpassed their eastern counterparts in the matter of "general symmetrical development."

And we spotted an ad extolling the virtues of Hawaiian poi as the ideal breakfast food. ("Makes you feel the day has started right.")

Although sold locally by the long established grocery firm of Goldberg, Bowen, the sticky stuff was being distributed nationally by a company in — of all places — Boston.

100 Years In San Francisco

In the summer of 1873 San Francisco hummed with civic enterprise and San Franciscans responded by swelling with civic pride. New firms were popping up all over. Clipper ships from the Orient discharged cargo at the docks. Box cars from the inland valleys rumbled off the rail ferries. Every day William Ralston left the Sansome Street entrance at the Bank of California to supervise the construction of his new Palace Hotel. William Sharon, coming down the steps of the Miners Exchange, swept his cold eyes over the latest coded dispatches direct from the Comstock. And, Patrick & Co. – its forerunners Moise-Klinker Company – put out its first sign on Montgomery Street. "Business Supplies & Rubber Stamps." The firm will celebrate its 100th year of business in San Francisco in December.

And the work goes on

Nov 23, 1973
S.F. Progress

—Photo by Israel Kayatsky

Now transporting the last trainload of steel rails for the Municipal Railway's tracks in the new Market St. subway, the Sheedy Drayage Co. is winding up a hauling job that has involved the utmost in engineering ingenuity, technical skill, and big machines. By the middle of next week Sheedy rigs will have hauled nearly 14 miles of rails from the railroad siding at Seventh and King Sts. to the mouth of the Duboce Ave. portal of the new Muni subway. Nineteen loads, each containing eight 507-foot rails with a total weight of 68 tons, will have maneuvered their way through City streets during midnight hours when the hauling is finally completed. The operation has furnished spectacular entertainment for midnight onlookers, who have generally described it as "incredible." When the Sheedy trucks arrive at the Duboce subway portal, they are jockeyed into position, and steel rail wheels are cranked down to take the load off pneumatic tires. The load then rolls into the subway on the tracks. Track installation on the south side of Market has been completed; and the contractor, the Gordon Ball Co., is in the vicinity of Civic Center with outbound installation on the north side of the subway.

Beware those sinister Pong hustlers!

By Bill Finch

Wasting time is now in vogue, though it is currently known as "spending your leisure hours."

And, after decades in disrepute, the devices to occupy those idle hands have become more respectable, more complicated, more expensive and sometimes even more fun.

They bleep, bloop, buzz and simulate sound effects worthy of Star Trek. Many use ultra - sophisticated electronic components, and almost all of them put more stress on quick reactions and hand-eye coordination than strength or physical conditioning.

Most popular of the new indoor games are several versions of an electronic tennis game, played on a video screen.

An overhead view of a "tennis" court is flashed on the cathode-ray screen. Players control their "racquets" by wielding knobs on the console, sending an electronic blip careening and bouncing off the sides of the court, gathering speed on each shot.

Better players use the edges of their "racquets" to impart English and send shots spinning off at tough angles.

Two variations, "Pong" and "Volly," are flourishing in San Francisco bars.

Games are a quarter per play, to 15 points for the winner. Most points last only several seconds, and only skillful players can stretch a game more than about three minutes.

For the avid player, the home version, marketed by Magnavox under the "Odyssey" label, is considerably less expensive. Selling for about $100, it hooks directly to a home television set.

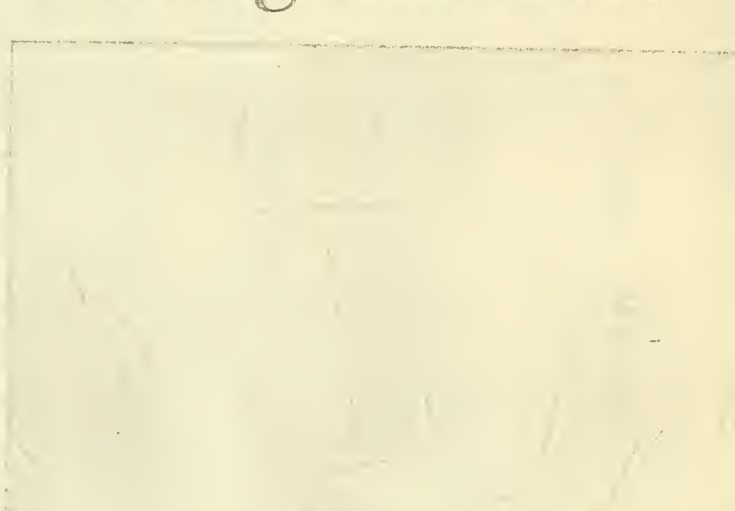
"The Pong machine makes more money per square foot than any other part of my place," says one North Beach bar owner. "From eight o'clock until close, the machine is going constantly. It's addictive. The guys play for drinks and to impress their girls.

"Lately, I've had to toss out a few guys who were hustling big money. Can you believe it? Pong hustlers!"

Two recent variations on the cathode-ray theme have recently appeared in local arcades. In one, a player controlling the speed and direction of his rocket ship tries to outgun enemy flying saucers. In another, the player tries to maneuver his rocket through a thick meteor field.

More strenuous and even more involving has been the Air Hockey game that first appeared locally in a Market Street arcade about 10 months ago and now is offered for home sale.

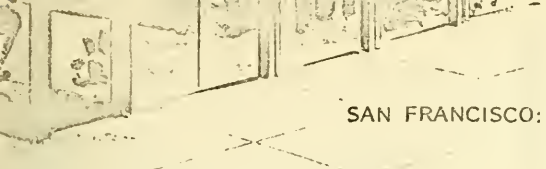
It's played on a smooth, flat fiberboard bed perforated by dozens of tiny holes through which air is pumped. A metal ridge, about a quarter-inch high, surrounds the table.



Fred Martinez and Debbie Nellor of San Francisco while away their time in electronic combat at Kerry's
—Examiner photo by Bill Nichols

A plastic puck, concave at either end, floats on the cushion of air. With little friction to slow it, the puck explodes off the player's plastic hand-guard, ricocheting off the metal boundaries. Points are scored by knocking the puck into the narrow slit at either end of the table . . . the "goals."

The puck is supposed to reach speed over 100 miles per hour when it is slammed by a strong player. Whatever the speed, it fast enough to make this a game of intimidation and conditioning, easily the fastest most violent and most demanding of an home-arcade game.



SAN FRANCISCO: A PROGRAM FOR RAMPS AT CROSSWALKS

Many employers in San Francisco are now hiring the physically handicapped. This ends their dependancy on society or their family, and yet it requires increased mobility downtown.

Transportation and barriers to one's place of work are a major concern. 50% of the adult handicapped are employed; an additional 12% would work if transportation were available (UMTA).

Bart and the Muni Market Street transit system will be usable even by those in wheelchairs -- due to the platform level cars and the elevators. A private auto also provides a solution, at considerable cost.

While certain buildings present barriers, the major remaining problem for wheelchair users and others is a need for ramps at curbs, due to the obvious risks to asking strangers for help and waiting for help in traffic in the crosswalk. Many cities, including Berkeley, have funded programs to build ramps throughout their community.

San Francisco has begun such a program as part of the Market Street Restoration Project, thanks to a resolution of the Board of Supervisors in 1970. Also, the City is including ramps in new street work, by State law.

NOW IS THE TIME TO PROVIDE FUNDS FOR RAMPS THROUGHOUT THE CITY: DOWNTOWN OFFICE AND SHOPPING AREAS, CIVIC CENTER, NEIGHBORHOOD SHOPPING STREETS AND THEIR CONTIGIOUS RESIDENTIAL AREAS. The mission district and neighborhood employment areas should have early priority. There will be no need in the hilly areas, and residential areas have driveways that generally will do.

The cost per ramp when not part of new sidewalks should be just above $250 (Berkeley's cost including engineering and utilities conflict.)

A SUM OF $120,000 in 1974 WOULD GET THE PROGRAM UNDERWAY. Then, a sustaining program at a reduced rate would complete the work in five years or so. AT SMALL EXPENSE, ONCE ONLY, San Francisco can promote employment, increase public safety, and remain in tune with the needs of a sizeable group of its people.

Prepared by:
John Edmonds
(Representative for the Physically Handicapped on the Market Street Restoration Project)
Room UB30, PO Box 3965
San Francisco, 94119
764-4817

Memories Of an Old Cafe

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WORLD'S GREATEST KILTIES BAND
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36 — ARTISTS — 36
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OUR NEW YEAR EVE CELEBRATION
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40c Our Special Luncheon Is Daily Attracting Increased Patronage. Same Full Service as Usual. Price Only Changed.
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By Millie Robbins

SEVERAL recent columns sparked reminiscences for a couple of readers. They, in turn, added a few bits and pieces to the subjects discussed.

Concerning the Portola-Louvre restaurant, Beatrice Burger wrote:

"When I was a child the site itself then was the Clinton Cafeteria and was located downstairs in what now is the large Woolworth store at Powell and Market. The entrance was on Powell, and I remember the marble stairs.

"It was a great treat to be taken there for dinner, and they still had a small orchestra.

"Before the Fire and Earthquake of 1906 my great-uncle, Bernat Janlus, was the musical director at the Portola-Louvre. He was a member (first desk viola) of the original San Francisco Symphony when it was formed in 1911 under Henry Hadley, and later the director of the orchestra at the Palace Hotel.

"The story is that he came to this city with a Hungarian orchestra. One of the members was Eugene Ormandy's father.

"The men fell in love with San Francisco and disbanded here. I have some newspaper clippings of my great uncle's activities, which included concerts at the Palace of Fine Arts, the Orpheum Theater and the Bohemian Club. He was active in musical circles here up to 1922 when he died.

"After the Fire, the restaurant moved to Fillmore street and when the town was rebuilt returned to the original location."

★ ★ ★

Mrs. Melvin J. Johnson relates a touch of detective work, "Your column mentioning that in 1930 Mrs. Leland Stanford had Raphael's 'Sistine Madonna' copied brought back many memories.

"That painting cast me under a spell in 1931 when my sister and I, as young girls, viewed it in the Dresden Museum. It was displayed in a small private room and I remember we stood in awesome silence — thinking it must be the most beautiful painting in the world.

"After World War II we read of the terrible destruction of Dresden but were never able to hear any news of the 'Madonna.' I remember inquiring at the Metropolitan Museum in New York in 1948 and many other times in San Francisco at the de Young Museum; also in Europe including West Germany, but no one seemed too interested.

"Then in June of last year my husband and I were privileged to visit The Hermitage in Leningrad — that unbelievable edifice of art and culture.

"I had planned with my sister before our departure to try to find out if our 'Sistine Madonna' could possibly be at The Hermitage. We just had a feeling it might be.

"Our guide spoke perfect English and I asked her as we started off on our tour if she knew of Raphael's 'The Sistine Madonna.' She replied instantly, 'Of course, it was here at The Hermitage for 10 years — our soldiers brought it home with them when they returned to Leningrad.'

"But where is it now? I asked.

"It is in Dresden again — we sent it back to them several years ago," she replied.

"This little conversation ended many years of speculation as to the whereabouts of the 'Madonna.' Perry Mason never could have felt more satisfied in wrapping up a case!"

Central City

HOSPITALITY HOUSE
148 - Leavenworth St.
San Francisco, Ca. 94102
776-2103 441-2772

The Tenderloin in San Francisco is the major vice area for drugs and prostitution, a district of shabby hotels, flop houses, and small businesses, where thousands of isolated people live in poverty; the elderly in single rooms, the young on the streets.

There are more than 3000 young people between the ages of 16-30 living in the Tenderloin. They are not voluntary dropouts from middle class backgrounds; for the most part they are societal dropouts due to family disruption, school phobia, mental illness, sexual identity problems, flight from arrest or from the armed forces, often turning to drugs to alleviate their suffering.

Malnutrition is severe and their health is chronically poor. They have little or no education; some cannot read, write, or tell time. Having no job skills, their employment possibilities are limited to prostitution, panhandling, petty theft, and drug pushing. The psychological damage they have sustained is enormous.

Hospitality House, the only young Adult Center in the heart of the Tenderloin is home (a sanctuary in a brutal world) to hundreds of these transient, disrupted youth who regard traditional agencies and institutions with fear, distrust, and disillusionment. We attempt to offer alternate means to come by accepting people just as they are in a friendly, warm atmosphere where relationsships of trust and confidence can be built and maintained.

Incorporated in 1967, we have Federal and State tax exemption under Sections 501 (c) and 23701 (d).

An average of 200 young people per day (50% black, 70% homosexual, 30% female, 80% drug abusers) utilize a variety of services offered by our interlocking components:

Drop In Center:

The Drop In Center is an extention of the street, one floor of Hospitality House (open 11 A.M. to 7 P.M.) where people talk, read, write letters, sing dance, play ping-pong and table games; a place where our population interacts with each other and with the rehabilitation counselors; a place to get help that is relevant to their needs and problems. Once a week there is a free dinner, free clothing is available, now and then acting groups and bands perform, and trips to parks and beaches are taken occasionally.

Employment Office:

An Employment Counselor with the Department of Human Resources is outstationed at Hospitality House on a full time basis to interview, counsel, make job referrals, and follow up on clients. Daily, informal workshops are held to discuss the current job market and how to improve employability. Referrals are made to HRD and DVR training courses and to the Mental Health staff at Hospitality House.

Staff at Hospitality Houses.

Creative Arts Department:

The Creative Arts Program at Hospitality House is an open studio-shop for street people with facilities for painting, drawing, printing, ceramics, jewelry making, leather craft, candle making, sewing, crocheting, macrame, wood and metal crafts, with a working staff of five part-time arts and crafts instructors. Individuals come to the studio-shop, interact with materials and with each other, receiving help when it is asked for or when an instructor sees the opportunity to lead a person towards attaining more efficient skills and increasing his or her awareness. The facility also houses a youth store in which hand crafted articles, made on the premises, are sold.

Psychiatric Day Care Center:

The Psychiatric component of Hospitality House, staffed primarily by NIMH funds, functions as a referral source from the other parts of the House, as well as from agencies with the NorthEast Community Mental Health district. We offer brief and longer term psychotherapy, individually and in groups, free of charge, to all those in need of these services, as well as free medication.

In conjunction with the other components of Hospitality House, "day care" activities are programmed for individuals who need further re-involvement and socialization (outings, arts and crafts, music). A social worker provides liaison with other Social Service agencies in the city for assistance with welfare, housing, employment, education, and legal problesm.

Medical Clinic:

A daily medical clinic, staffed by a full-time nurse and a part-time doctor, serves the basic health needs of a population which is chronically mal-nourished and diseased. We offer full medical out-patient services except for complicated tests and treatment, as well as primary preventative health education.

Lively Arts:

Daily classes are given in Psycho Drama, speech, dance and other allied events. This is a new program funded by Luke B. Hancock Foundation. Purpose is to offer an educational experience in an area where institutions such as schools are despised.

Night Drop-In-Center Program:

Designed to meet the needs of the "night people" of the Tenderloin. Provide a place to get off the streets - listen to music, participate in dance classes and psycho-drama classes. Chance also for drug counselling and general rehabilitation counselling.

Budget Request:
$ 15,000.00 - Salaries for two Rehab-workers for one year.

Legal Assistance Program:

Need for a part-time legal assistance expert to help clients who are in trouble with the law.

Budget Request:
$ 6,000.00

22 August 1973

A Suit to Force More S.F. Hiring

By Robert Bartlett

Four minority action groups yesterday sought to bar suburban residents from lucrative construction jobs on millions of dollars worth of public building projects in San Francisco.

At issue is a 1932 City Charter provision that requires successful bidders on San Francisco public works projects to give job preference to city residents.

The four organizations filed a lawsuit asking the Superior Court to order San Francisco to enforce that law more strictly.

They went to court after two years of unsuccessful negotiations with San Francisco officials who, they claim, simply refuse to enforce the law.

PLAINTIFFS

Plaintiffs are the Western Addition Project Area Committee, the League of United Latin American Citizens, Chinese for Affirmative Action and the San Francisco Minority Affirmative Action Coalition.

Defendants include San Francisco, its 11-member board of supervisors; Thomas J. Mellon, the city's chief administrative officer; S. Myron Tatarian, director of public works; Nathan B. Cooper, city controller; the San Francisco Redevelopment Agency and its executive director, Robert Rumsey; and two large construcsey; and two large construction firms, McGuire & Hester and the William Simpson Construction Co.

The groups are represented by the Employment Law Center, 795 Turk street, a public interest law firm supported by private contributions.

WELFARE

Failure to enforce this charter provision, the groups contended, boosts San Francisco's welfare rolls, turns over thousands of jobs yearly to residents of "bedroom communities," and deprives Asians, black and Latin American San Franciscans of more than $16 million yearly in wages.

Two examples were given:

- A $2.6 million contract with McGuire & Hester for rebuilding Market street between Front and Fifth streets. Only 25 of 50 persons working on that job are city residents, the suit charges.
- The $28.7 million San Francisco General Hospital Medical Center project, awarded in 1971 to the William Simpson Co. Only 24 of the 60 workers currently employed on that project are San Francisco residents, the suit claims.

The charter provision requires contractors to prove that there are no qualified local residents before nonresidents are hired to work on public projects, the lawsuit says.

INSISTED

Public Works Director Tatarian has not insisted that McGuire & Hester or Simpson do this, the lawsuit claims.

And because there are more than 20,000 unemployed San Franciscans from minority groups, the organizations who brought the lawsuit contend that there is no need to offer non-residents these jobs.

The Redevelopment Agency was singled out because it supervises massive amounts of public construction throughout the city. The lawsuit notes that more than $40 million worth of new public construction is planned for the Yerba Buena project alone.

Look To Its Future

A History of the Western Merchandise Mart

In 1915, as San Francisco welcomed the world to the Panama Pacific International Exposition, the San Francisco Furniture Exchange was founded. What was to become the famed Western Merchandise Mart was first located in a small building at 1055 Market Street. The founding of the "Exchange" heralded the establishment of the West's first centralized marketing institution, dedicated to serve the best interests of home furnishing retailers and their sources of supply.

In 1921, the name was changed to Western Furniture Exchange, and a move was made to larger quarters at 180 New Montgomery Street. It was here that the "Better Home Movement" had its inception and where the various trade associations of the industry were established. The Exchange gained recognition as the center of influence for the advancement of the industry in the West.

In 1937, a third name change was made to Western Furniture Exchange and Merchandise Mart and quarters were relocated to the present structure at 1355 Market Street which cost $3,000,000 at that time. The ensemble mentioned still resides at that location.

During the years 1948 through 1963, two more floors and the 9th Street wing were added to The Mart and the name was shortened to Western Merchandise Mart.

Now in 1974 as it commits itself to its fantastic 60th birthday celebration, steps are taken to continue the tradition of excellence in service and concept that has become synonymous with The Mart. The birth of MART 2, the significant addition which coincides with the progressive steps taken by San Francisco for the modernization and beautification of Market Street and the entire downtown San Francisco area, most modern uncluttered and efficient merchandise mart

A typical furniture showroom in 1937, when the MART moved to its present location.

A modern showroom as it will be appearing in The Western Merchandise Mart. Drawn from "The Showing Book" by The Miller & Menkens.

Important Seminar On Floor Coverings

As part of The Mart's program as a communications headquarters in the West for the home furnishings industry, several seminars are sponsored each year in conjunction with industry associations. With the addition of MART 2, new seminars and events focusing on the custom design area of the industry will also be held in Fern Court.

The most recent seminar held at The Mart was sponsored by the San Francisco Floor Covering Industry Committee, on October 30 and 31, 1973. It was the largest educational event of its kind in the West. Over 400 retail personnel attended the two day conference to hear industry leaders conduct vital sales training discussions and talk about basic carpet and fiber information.

As the second such event of its kind in 1973, the seminar has become one of the most important educational events in the carpet industry in the nation.

Top floor covering experts were among the speakers at the seminar held in October. Over 400 retail personnel from the entire West Coast area attended the two-day conference.

Keep Off The Tracks

Two lanes on two San Francisco streets have been set aside for Municipal Railway transit only by the Department of Public Works.

In order to ease the movement of Muni vehicles cars are being kept off the cable car tracks on Powell street, between Sutter and California streets, and off the streetcar tracks on First street, between Market and Mission streets.

Public Works director S. Myron Tatarian said that creating the transit-only lanes on Powell also is an effort to reduce the high cable car accident rate there, which is an average of 90 accidents per year.

Cars are to stay off these Powell street cable car tracks

Trash festoons Market Street

By Dick Alexander

Merry Christmas from dirty downtown San Francisco—particularly the three blocks on Market between Fourth and Seventh Streets.

You can't place all the blame on The City, though. There are more than enough trash receptacles downtown to take care of the litter. Many downtown merchants contribute to the mess.

But, human nature being what it is, the cigarette butts, candy wrappers and trash are going to drop where they may.

This, of course, does not excuse the trash that clogs the circular grillwork around the newly planted trees or the debris in the excavations.

"We clean up (Market) every day to the best of our ability," said Frank Casey, general foreman in the street cleaning division of the DPW.

Lower Market Street in the Financial District, and west of Van Ness is, by contrast, relatively clean.

Street cleaning crews start out about 7 a.m. "We have five to six men on Market," said Casey. "What happens sometimes," he said: "shopkeepers sweep the debris from the store right out into the street. Some of that dirt (that gets caught in the tree grillwork) comes from pushing it in by shopkeepers."

Casey pointed out that keeping the sidewalks clean, including the tree gratings, is the responsibility of the individual merchants.

Bernard Averbuch, executive director of the Market Street Redevelopment Project, agreed with Casey that maintaining the cleanliness of the sidewalks is — by city ordinance — the responsibility of the merchant or property owner.

"It's a strict ordinance," he said, "but, unfortunately, not too well enforced. Store owners should get cited."

Averbuch said some of the Market Street Redevelopment Project officials have been going door-to-door in the downtown area trying to get merchants to cooperate in keeping the tree wells clean.

Averbuch said if the DPW's street cleaning division eventually takes over maintenance of the tree wells it would require Board of Supervisors action.

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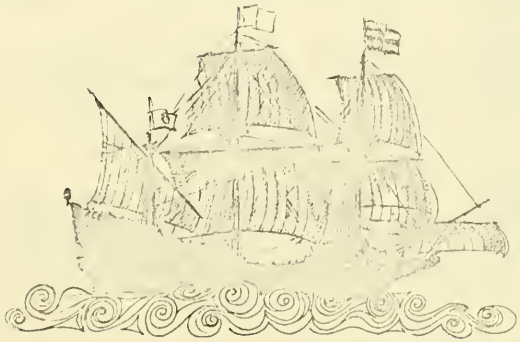

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This method will dramatically shorten the work period—from a full year, using conventional procedures, to nine months or less.

During night hours when the tunnel is closed for construction, alternate motor coach service will be provided—over routes described later in this bulletin.

We regret the temporary inconvenience caused by this project; but we believe the construction system developed will keep service disruption to a minimum.

This re-railing project—the first new rails in the tunnel since it was opened in 1917—is a major step in the San Francisco Public Utilities Commission's Transit Improvement Program (TIP) to completely modernize the Muni.

By the time TIP is concluded:

• Every foot of streetcar trackage in the Muni system—except for minor sections on the M and K lines where track is in good condition—will be new.

• The entire Muni electrical system, which predates the 1906 fire and earthquake, will be new.

• New subway-surface rail cars, now being built by the Boeing Company's Vertol Division, will be in service.

• 365 new electric trolley coaches will be in operation.

• Muni's modern fleet will be maintained in brand new shops which will replace structures and tools that were in use at the turn of the century.

It will be a new Muni, the result of an all-out effort by a Utilities organization that has been inspired and encouraged by Mayor Joseph L. Alioto and an aware Board of Supervisors that knows how to put it all together.

We urge you to follow this program closely, sharing our excitement as its elements are assembled.

Here are the details on alternate motor coach service on the J, K, L, and N streetcar lines during late night and early morning hours when the Twin Peaks Tunnel will be closed. **(Remember: Motor coaches will replace streetcars on the M line at all hours.)**

J CHURCH LINE

Motor Coach Route When Tunnel Closed:

From 30th and Church via Church, Market, First Street, Transbay Terminal, Fremont, Market, and Church to 30th.

First and Last Trips (Weekdays, Saturdays, Sundays and holidays).

FROM 30TH AND CHURCH

	FIRST	LAST	11TH & MARKET
Streetcars	5 58 AM	10 24 PM	10:39 PM
Buses	10.44 PM	5:31 AM	(connects with bus)

FROM TRANSBAY TERMINAL

	FIRST	LAST
Streetcars	6:24 AM	9 49 PM
Buses	10:09 PM	*5.55 PM

*As at present OWL service from Ferry from 1:10AM to 5:55 AM.

K INGLESIDE LINE

Motor Coach Route When Tunnel Closed:

From Phelan Loop* via Ocean, Junipero Serra, West Portal Ave., Ulloa, Claremont, Dewey, Laguna Honda Blvd., Forest Hill entrance road, Forest Hill Station, Laguna Honda Blvd., Woodside, Portola Drive, Market, Diamond, 18th St., Castro, 17th St., Church, Market (using streetcar islands), First St., to Transbay Terminal.

RETURN via Fremont, Market (using streetcar islands), Church, 17th St., Diamond, Market, Portola Drive, Woodside, Laguna Honda Blvd., Forest Hill entrance road, Forest Hill Station, Laguna Honda Blvd., Dewey, Claremont, Ulloa, West Portal Ave., Junipero Serra, Ocean to Phelan Loop.

*OWL trips to Geneva and San Jose as at present

First and Last Trips (Weekdays, Saturdays, Sundays, and holidays)

FROM PHELAN LOOP

	FIRST	LAST
Streetcar	4:34 AM	9.46 PM
Bus	10.08 PM	4.03 AM

FROM TRANSBAY TERMINAL

	FIRST	LAST
Streetcar	5:21 AM	10.29 PM
Bus	10:43 PM	4.21 AM

L TARAVAL LINE

Motor Coach Route When Tunnel Closed:

From Wawona and 46th Ave. via 46th Ave., Taraval, 15th Ave., Ulloa, Claremont, Dewey, Laguna Honda, Forest Hill entrance road, Forest Hill Station, Laguna Honda, Woodside, Portola Drive, Market, Diamond, 18th St., Castro, 17th St., Church, Market (use streetcar islands), and First St. to Transbay Terminal.

RETURN via Fremont, Market (use streetcar islands), Church, 17th St., Diamond, Market, Portola, Woodside, Laguna Honda, Forest Hill entrance road, Forest Hill Station, Laguna Honda, Dewey, Claremont, Ulloa, 15th Ave., Taraval, 46th Ave., Vicente, 47th Ave., Wawona to 46th Ave.

First and Last Trips (Weekdays, Saturdays, Sundays, and holidays)

FROM WAWONA AND 46TH

	FIRST	LAST
Streetcar	5:18 AM	10 38 PM
Motor Coach	11 03 PM	5 41 AM

FROM TRANSBAY TERMINAL

	FIRST	LAST
Streetcar	5 41 AM	10 13 PM
Motor Coach	10 33 PM	4 51 AM

M OCEANVIEW LINE

Motor Coach Route During Tunnel Reconstruction:

From Plymouth & Broad via Broad, Orizaba, Randolph, 19th Ave., Eucalyptus, Junipero Serra, and West Portal Ave. to Ulloa (west portal of Twin Peaks Tunnel).

RETURN via West Portal, Junipero Serra, Eucalyptus, 19th Ave., Randolph, Orizaba, Broad, Capitol, Sadowa, Plymouth to Broad.

First and Last Trips:

FROM PLYMOUTH & BROAD

	Weekdays & Saturdays		Sundays & Holidays	
	FIRST	LAST	FIRST	LAST
Motor Coach Service only	5:19 AM	12:28 AM	6:00 AM	12:28 AM

FROM WEST PORTAL

	Weekdays & Saturdays		Sundays & Holidays	
	FIRST	LAST	FIRST	LAST
Motor Coach Service only	5:15 AM	12:45 AM	6:15 AM	12:45 AM

N JUDAH LINE

Motor Coach Route When Tunnel Closed:

From Judah and 48th Ave. via Judah, 9th Ave., Irving, Carl, Cole, °Haight, °Scott, °Duboce, Fillmore, Page, Market (operate via streetcar tracks), First St. to Transbay Terminal

RETURN via Fremont, Market, Haight, Fillmore, Duboce, Scott, Haight, Cole, Carl, Irving, 9th Ave., and Judah to Great Highway.

°Regular OWL route via Haight, Laguna, Page, Market to Ferry Terminal.

First and Last Trips (Weekdays, Saturdays, Sundays, holidays):

FROM JUDAH AND 48TH

	FIRST	LAST	
Streetcar	°5:25 AM	10:04 PM	(11th & Market connect with motor coach at 10:26 PM)
Motor Coach	10:27 PM	5:04 PM	

FROM TRANSBAY TERMINAL

	FIRST	LAST
Streetcar	5:22 AM	9:57 PM
Motor Coach	10:17 PM	°°4:20 AM

°Saturdays, Sundays, and holidays—first trip at 6:00 AM
°°As at present OWL Service from Ferry—from 1:30 AM to 4:20 AM.

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FOR FURTHER INFORMATION—558-4111

one minute past midnight

• JANUARY 13, 1974 •

That's when the big job of installing new rails the full length of Twin Peaks Tunnel begins—12:01 a.m. January 13, 1974. It requires major changes in Muni's streetcar operations.

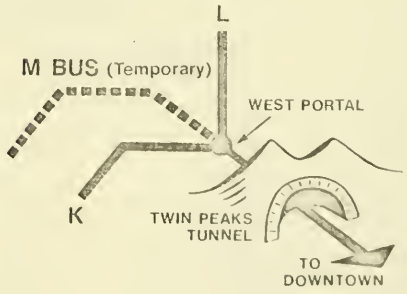
Streetcars will stop running in the Twin Peaks Tunnel during late night and early morning hours to allow the Muni's contractor to work uninterrupted.

Inbound service through the tunnel will resume at 4:40 a.m. The first outbound car will arrive at Castro Street at 5:35 a.m. During the hours of the tunnel shutdown all streetcars will be replaced by motor coaches, which will operate on alternate routes.

There will be service as usual for the streetcars during daytime hours—with one important exception...

Service on the M OCEANVIEW line will be by buses throughout the construction period. They will use the M line route, carrying passengers to connections with the K INGLESIDE and L TARAVAL lines at West Portal. Notices to that effect will be prominently displayed on streetcars.

Thus, the M line right-of-way (for 300 feet, divided by the Denslowe Drive—19th Ave. intersection) along 19th will be available as a work area for the contractor



A cable car fiasco

To the Editor: 16 Jan 1974

Just for a change of scenery I brought my family to San Francisco during the holidays. San Francisco has always been one of my favorite cities.

And the children wanted to go on the cable cars the very first thing.

So to Market and Powell Streets we went. We were somewhat startled at the crowd waiting. There must have been five cars lined up and none at the turntable but then we were told that the gripmen usually have a spot of coffee and a sandwich at one of the eating places.

When the car was finally ready for boarding, we tried frantically to get on the first car. No luck. Our children (5 and 8) were shouldered out of the way. My wife almost fell. So we knew what to expect when the next car came down for boarding but we fought our way on this time. We couldn't sit outside as we wanted to because the other people were too big for us. But we settled for standing inside.

We enjoyed ourselves at the Cannery and Ghirardelli Square and prepared to board the cable car again at the Victorian Park. What a mess. We tried desperately to get on three different cars with no luck. It looked like the winner was always the most muscular. So finally to the sorrow of the kids, who had looked forward to riding on the outside of the car this time, we hailed a cab and returned to our hotel.

I am a reader of The Examiner and I thought I had read an editor's note to another letter that had complained of conditions on cable car boarding to the effect that the Muni was going to do something.

ROGER STANFORTH
Fresno

Reader Stanforth was right about the editor's note three months ago. The Muni hopes to have a pre-paid system which means booths for the sale of tickets. An environmental impact report must be filed for the first installation to be in Victorian Park at the foot of the Hyde Street line. There are other reports to be filed also. Hopefully, says the Muni, there MIGHT be an installation ready for bid by spring. Other booths will then follow at Powell and Market and at Bay and Mason, although there are admitted complications at that terminal. — Editor

Editor's Mail Box

Energy for Market St

To the Editor: 4 Jan 1974

Any day now the pneumatic drills and the brick workers will resume their task of making Market Street one of the world's great boulevards. What has been accomplished so far is pretty good, most of us agree.

Providing, of course, that someone discovers that it is possible to use street cleaning equipment intelligently and even might stimulate some thinking on the part of our high priced street cleaners of new methods to do the job.

I thought that everyone assumed that when the parking lanes were recessed back in the sidewalks, they would be for the Muni buses to take on passengers. If that is so, someone forgot to tell Muni about it because no use is made of them at all — except for some select few who seem to park their autos there with complete impunity.

Maybe even the meter maids and traffic controllers are impressed with the nerve of the parkers because they do not appear to be tagged.

Perhaps too the city will now put on a burst of speed and get on with the job. It seems as if it has gone on forever. Let's hope that City Hall can produce the energy needed to get the job done.

ROBERT FRANKENSTED
San Francisco

A Lesson 16 Jan 1974

Editor — I hope San Franciscans can learn a lesson from a mistake which Sacramento made. On the Sacramento K Street Mall a hideous fountain resembling a test tube catching watering sewer pipes stands next to a beautiful church which is a replica of the Sacre Coeur in Paris. It is one of the worst examples of urban planning blight.

Yet San Francisco is now planning an even uglier fountain to connect our magnificent city hall with a beautiful Market Street.

I support the idea of a replica of the Trevi fountain in Rome to add to the beauty of the mall.

Ruth Asawa I am sure would create a San Francisco version of the Trevi fountain.

GABRIEL SHERIDAN

Dick Nolan

The lingering dream

The New Year, 1974, found poor old Market Street still looking like trench warfare in the Balkans. Those few scattered revellers returning as if by instinct to the scene had to dance lightly. A misstep on Market Street could lose you to the sight of man forever and ever.

Poor Market Street is scarcely a fit topic for jokes any more. Now there is something almost wistful about the way San Franciscans dream of the day when Market Street will live again.

The beauty bonds ($25 million) were voted in 1968. It was a nice thing to do. It was as though in the midst of all the other stuff — a zillion here, a zillion there — the people of the ville had decided to buy themselves a little joy gift as well. But, gee whiz . . . 1968!

By this time, if all had gone well, the 2-layer subway was to have been humming on all two layers, BART trains in the deep hole, Muni Metroliners (aha!) closer to the surface. While up top there'd be wide walkways, leafy trees, shops newly touched with class, strolling minstrels . . . everything!

San Francisco, which never figured high in BART's planning, of course has been left to the last. BART quickly emerged as a made-in-Oakland program. Our Muni subway loomed upon the BART engineers' calendars as something three degrees less important than coffee breaks.

If, again, all had gone well, Muni's streetcar tracks would have been torn up just once. Instead they have been ripped out, put in again, and are to be ripped out once more, some sunny day. On that day our Public Works Department will face up to the chore of installing an entire new street. If it happens before the end of 1976 it will be cause for rejoicing.

We are doing one thing right, though, even if the calendar is askew. We are buying handsome sycamores for planting on Market Street. In bright summer these will be leafy green. In autumn they will give a hint of season as they change color at least a little. And they will drop their leaves for walking through, and the leaves will look pretty on the brick pavements. In winter time the open branches will let the light through as the open branches of good trees ought

We do have a little problem with the trees, of course. Timing again. In a burst of optimism we bought 800 of them for delivery on April 1, 1973. April fool! There was no place to put them on April 1, 1973. There will be no place to put them on April 1, 1974, either.

But some pessimist in the Works Department thought about this when the bids were called. The winning bidder was required to agree to feed and house the trees if — perish the thought — we had no place to put them.

The bid went to a Watsonville grower, who still has most of them boarding there with him, the joker being that it costs us $9 per month per tree to maintain our little saplings away from home.

About 150 trees have been planted here. That leaves 650 in Watsonville, and a care bill of $5850 a month, or $70,200 a year, and I'm afraid it will be years, all right.

Recently, Supervisor Quentin Kopp took alarm at the tree bill, and suggested we move 'em all up here to some spare land at the Southeast sewage treatment plant, and let them grow there quietly until we are ready for the final planting.

But the Works Department said this would be a bad deal, really, because that way the Watsonville grower would be rid of all responsibility. He'd see them as far as the sewage plant grounds and then say good-bye for good. What happened after that would be our problem — care, feeding, transplanting, everything.

It was decided that we're stuck with the deal the way it lies. At least we are guaranteed five trees for Market Street on that great day up ahead.

It is also a little late to suggest, as some have, that we ought to have started and nurtured the trees in our own Golden Gate Park nurseries, as we have done in the past with other decorative trees and shrubs. It would have been a large order. Somehow I feel safe with the Watsonville grower, expensive as he may be

It has been a long time. Endure! The little sycamores are enduring. Not even a BART-Muni project can last forever. Can it?

It looks like the nude parlor game is up

By Susan Berman

As of Jan. 20 many of San Francisco's nude encounter girls will be out of work.

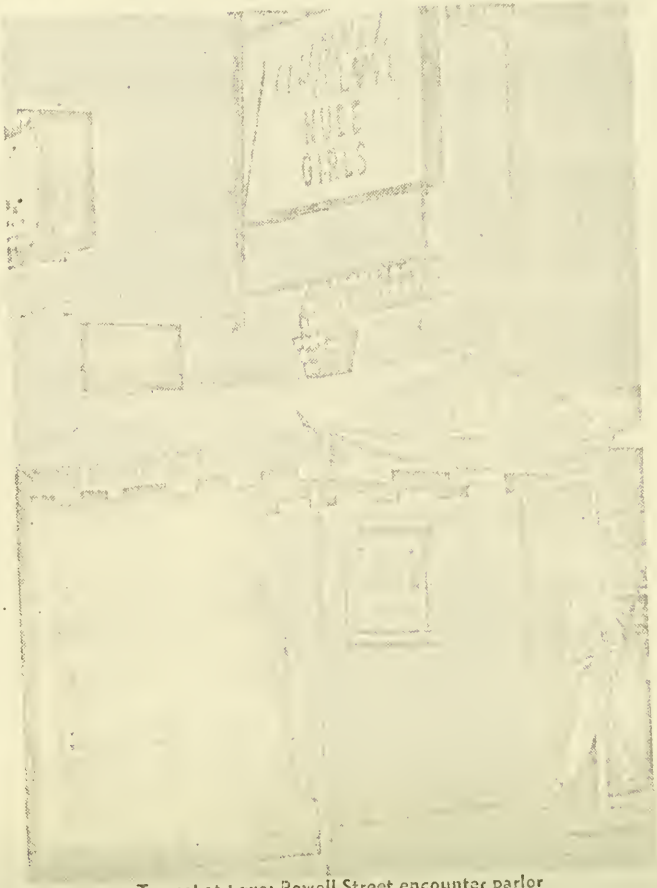
From then on in the parlors will have to be licensed by the police, like massage parlors, and that means no more nudity and no more closed booths.

Generally the parlor women are former dancers, refugees from topless-bottomlss bars that have closed down and unskilled high school graduates. Most have already started looking for a new job, many without success.

As long as the parlors last, the women can make $200-300 a week. (They get 40 percent of the $1 a minute fee, the hostess-receptionist takes 10 percent and the house rakes in 50 percent.) Some say they will ferret out waitress jobs, others may go on welfare and a couple say if things get really rough, they'll turn to prostitution.

The women come from varied backgrounds but have one thing in common. They're in this line of work for the money, not thrills.

Valerie, 18, is a recent Los Angeles high school graduate who has spent a lot of time around the Sunset



Tunnel of Love: Powell Street encounter parlor
—Examiner photo by Gordon Stone

just I make a lot more bread ... because I can't find

mother of two who lives in the Mission.

"I've made good money in the four months here. I was just able to afford to connect our television to the cable so the kids could watch more cartoons.

"This is a straight gig. You don't have to walk the streets and it's a lot easier on the feet than dancing," Debra said. She hopes to find a waitress job.

Janice, working on a master's degree in psychology at Berkeley plans to live off her old man until she gets her degree.

Most see their work as a short term thing. For the time being the women are on eight-hour shifts. Most of the parlors are open from 11 a.m. to 2 a.m.

When a customer walks in, a hostess asks him if he wants some "free information." Her pitch suggests he will be able to do more than just visit with a nude woman. She is careful, however, not to say sexual relations are allowed.

If a customer agrees to a nude encounter, he picks his woman and goes into a curtained booth. The going rate of $1 a minute can be sliced if the customer wants a full hour: then it's $50. The customer pays the hostess who pockets the money and hands the woman a receipt,

Customers rarely leave happy because what you see is not what you get. On a rainy day last week, Valerie barely avoided a beating by an enraged visitor. He emerged nude from the booth yelling that the hostess had misled him into thinking he would get a prostitute.

"I don't know what goes on in the booths," the hostess told him as she quickly locked her office door. Valerie had been left to explain the house rules when he arrived.

Finally the customer calmed down, realizing he had been victimized by his own sexuality. He was unwilling to go to the police and charge consumer fraud.

"Our trip is to stall them. We undress, read dirty books, talk to the men . . . We just keep dancing or talking until the hostess tugs the curtain and says, "Time's up," said Vlarie.

Police Inspector Milton Piro said there have been two arrests for prostitution involving nude encounter parlor women who were sent out to hotels.

Most iwners say they expect the new ordinance will close them down. Says George T. Choppelas, attorney for the Nude Encounter parlor association:

"Without the nu[illegible], what

changes

Tunnel re-rail work means Muni

The big job of installing new rails the full length of Twin Peaks Tunnel begins Sunday, requiring major changes in the Municipal Railway's streetcar operations.

Streetcars will stop running in the Twin Peaks Tunnel during late night and early morning hours to allow the Muni's contractor to work uninterrupted.

Inbound service through the tunnel will resume at 4:40 a.m. The first outbound car will arrive at Castro St. at 5:35 a.m. During the hours of the tunnel shutdown all streetcars will be replaced by motor coaches.

The changeover will take place at one miunte past midnight the morning of Jan. 13.

In addition to the tunnel closing, all M-Ocean View line streetcar service will be replaced by buses so that the contractor can use the Muni right-of-way on 19th Ave. for a work area—thus reducing the term of the job from a year to nine months or less.

All streetcars on the two remaining tunnel lines—the K-Ingleside and L-Taraval—will carry prominently displayed signs notifying riders that a transfer to a motor coach is required at West Portal to use the M line route.

Ties and metal tie plates will be assembled in the 19th Ave. right-of-way and then hauled by flatcar into the tunnel where the new welded rails are to be installed. The work area will be confined to a stretch 300 feet in each direction of the intersection of Denslowe Drive and 19th Ave., near Stonestown.

Simultaneously with the Twin Peaks Tunnel changes, full streetcar service on the N-Judah line will be restored during daytime and early evening hours. Eleven additional streetcars purchased from Toronto have now been modified for use on the Muni's lines, making it possible to take off the motor coaches which have been in use in peak hours on the N line ever since the 17th St. detour went into operation on Dec. 3, 1972.

The Twin Peaks re-railing project—the first complete new rail job since the tunnel was opened in 1917 — is a major step in the Muni's $44 million Transit Improvement Program.

By the time the TIP is concluded, every foot of rail in the Muni system will have been completely replaced, with the exception of some trackage on Ocean Ave. and on the outer segment of the M line which is in good condition.

The decision to close the tunnel at night and give the contractor use of the 19th Ave. right-of-way will dramatically shorten the time required for the re-railing job.

During the night working hours, the contractor will install rail on either inbound and outbound tracks, so that when service resumes in the morning streetcars can tarvel unobstructed in both directions.

Listed are the details of service changes on all streetcar lines, effective Sunday:

J-Church line:

Motor Coach service when the tunnel is closed will follow this route: From 30th and Church, via Church, Market and First to Transbay Terminal and back via Fremont, Market and Church to 30th. The first streetcar will leave 30th and Church at 5:58 a.m. and the last at 10:24 p.m., connecting with a bus at 11th and Market. The first bus will leave at 10:44 p.m. and the last at 5:31 a.m. From Transbay Terminal the last streetcar will leave at 9:49 p.m. and the first bus at 10:09 p.m. As at present Owl service from 1:10 a.m. to 5:55 a.m. will leave from the Ferry Building.

K-Ingleside line:

Motor coach service when the tunnel is closed will follow this route: From Phelan Loop via Ocean, Junipero Serra, West Portal Ave., Ulloa, Claremont, Dewey, Laguna Honda Blvd., Forest Hill entrance road, Forest Hill Station, Laguna Honda Blvd., Woodside, Portloa Drive, Market, Diamond, 18th St., Castro, 17th St., Church, Market (using streetcar islands), First St., to Transbay Terminal. Return via Fremont, Market (using streetcar islands), Church, 17th St., Diamond, Market, Portola Drive, Woodside, Laguna Honda Blvd., Forest Hill entrance road, Forest Hill Station, Laguna Honda Blvd., Dewey, Claremont, Ulloa, West Portal Ave., Junipero Serra, and Ocean to Phelan Loop.

(OWL trips to Geneva and San Jose as at present).

The first streetcar will leave Phelan Loop at 4:34 a.m. and the last at 10:29 p.m. The first bus will leave at 10:08 p.m. and the last at 4:03 a.m. From Transbay Terminal the last streetcar will leave at 10:29 p.m. and the first bus at 10:43 p.m. The last bus will leave at 4:21 a.m.

L-Taraval line:

Motor coach route when tunnel closed: From Wawona and 46th Ave. via 46th Ave., Taraval, 15th Ave., Ulloa, Claremont, Dewey, Laguna Honda, Forest Hill entrance road, Forest Hill Station, Laguna Honda, Woodside, Portola Drive, Market, Diamond, 18th St., Castro, 17th St., Church, Market (use streetcar islands), and First St. to Transbay Terminal. Return via Fremont, Market (use streetcar islands), Church, 17th St., Diamond, Market, Portola, Woodside, Laguna Honda, Dewey, Claremont, Ulloa, 15th Ave., Taraval, 46th Ave., Vicente, 47th Ave., and Wawona to 46th Ave.

First and last trips: from Wawona and 46th: the first Streetcar at 5:13 a.m., last at 10:38 p.m. The first motor coach at 11:03 p.m., the last at 5:41 a.m. From Transbay Terminal: the first Streetcar at 5:41 a.m., the last at 10:13 p.m. The first motor coach at 10:33 p.m., the last at 4:51 a.m.

M-Ocean View line:

Motor Coach route during tunnel reconstruction: From Plymouth and Broad via Broad, Orizaba, Randolph, 19th Ave., Eucalyptus, Junipero Serra, and West Portal Ave. to Ulloa (west portal of Twin Peaks Tunnel). Return via West Portal, Junipero Serra, Eucalyptus, 19th Ave., Randolph, Orizaba, Broad, Capitol, Sadowa, Plymouth to Broad.

First and last trips from Plymouth and Broad: (Weekdays and Saturdays) 5:19 a.m. and 12:23 a.m.; (Sundays and holidays; 6 a.m. and 12:23 a.m. From West Portal: (Weekdays and Saturdays) 5:15 a.m. and 12:45 a.m.; (Sundays and holidays) 6:15 a.m. and 12:45 a.m.

N-Judah line:

Motor coach route when tunnel closed: From Judah and 48th Ave. via Judah, Ninth Ave., Irving, Carl, Cole, Haight, Scott, Duboce, Fillmore, Page, Market (operate via streetcar tracks), First St. to Transbay Terminal. Return via Fremont, Market, Haight, Fillmore, Duboce, Scott, Haight, Cole, Carl, Irving, Ninth Ave., and Judah to Great Highway.

(Regular OWL route via Haight, Laguna, Page, Market to Ferry Terminal.)

First and last trips from Judah and 48th: first streetcar at 5:25 a.m.; last, 10:04 p.m. (11th and Market connection with motor coach at 10:26 p.m.) First motor coach at 10:27 p.m.; last at 5:04 p.m. From Transbay Terminal: first streetcar at 5:22 a.m., last at 9:57 p.m.; first motor coach at 10:17 p.m., last at 4:20 a.m.

California Living
Magazine of the San Francisco Sunday Examiner & Chronicle Edited by the San Francisco Examiner

January 13, 1974

Stalking Sam Spade .....

Places: By Fritz Leiber. Photography by Paul Glines. The City has changed, but the streets, and some of the hotels, are still there. You can almost hear the ghost of Dashiell Hammett's famous detective, rusthing around in the fog.

Stalking Sam Spade

By Fritz Leiber

London has its Sherlock Holmes, permanently installed at 221B Baker Street. Paris has Maigret; New York, Nero Wolfe; Los Angeles, Philip Marlowe.

San Francisco's immortal detective is Sam Spade, forever in residence at his comfortable old apartment at Geary and Hyde and his dingy office at Sutter and Montgomery. Sometimes he hoofed the ten blocks between the two, sometimes he called a cab; but most often he took the Geary streetcar.

It is the late 1920s, forty years before Geary became one-way; the Golden Gate and Bay Bridges hadn't been built.

Through fog or shine, most often by night, Spade walks the hilly streets, watchful and ready, working for himself and his client, abiding by the game's tough rules.

Spade's chief spell of detecting is narrated in *The Maltese Falcon*, which is perhaps the greatest of Dashiell Hammett's three major mystery novels. The other two are *Red Harvest* and *The Glass Key*.

How do we picture Spade as he swings aboard the Geary car?

He has a hooked nose and a face with lots of sardonic "V's." "He looked rather pleasantly like a blond Satan." He wears "a loose tweed overcoat and under everything else black garters" and "a thin white unionsuit" against the chilly fog.

It was a different San Francisco then, but the streets remain the same, and a surprising number of the landmarks mentioned in the book are still around today.

Geary Street between Hyde and Market is the spine of *The Maltese Falcon* — most of the action was on or near it, though once Spade uses the streetcar on Sutter.

The effeminate Joel Cairo goes to a show at the Geary Theatre, he and Spade take a look at Marquard's Cafe at Geary and Mason; and Cairo is staying at the Hotel Belvedere — possibly Hammett's name for the Bellevue.

Most of the hotels have invented names but are on or near Geary.

Casper Gutman and his gunsel Wilmer Cook are staying at the Alexandria on Geary. Floyd Thursby rooms at a "joint" on Geary near Leavenworth.

And the beautiful and treacherous Brigid O'Shaughnessy is at the St. Mark. Here the inference is obvious — Hammett had in mind either the St. Francis or the Mark Hopkins. Maybe the latter, because Brigid later moves to the Coronet Apartments on California.

No question but one of the hotels is real—the Palace near the end of Geary. It must be today's Sheraton-Palace. Spade has lunch there alone, and later a solitary breakfast after having been fed knockout drops and kicked in the head.

Most of the other restaurants in the book are real, too. Like John's Grill, where Spade ate chops, a baked potato, and sliced tomatoes before taking a hired car down to Burlingame on a false scent.

Opened in 1908, John's Grill is still there today at 63 Ellis, wood-paneled, walled with framed sketches of past customers and sepia photographs of old San Francisco, and dispensing good food and Irish cheer.

Then there's Tait's, the one on Ellis Street. There were several Tait's restaurants in San Francisco in the 1920s, including one at the beach. And there's the States Hof Brau, where Spade and Detective-Sergeant Tom Polhaus ate pickled pigs' feet at one of Big John's tables. The Pacific Building at 821 Market, where it was located, still stands.

But the all-night drugstore at Bush and Taylor, where Spade phoned his secretary Effie Perine, has gone the way of most all-night drugstores.

South of Market, the Remedial Loan Association, where Spade advised Brigid to hock her jewelry, is still at Mission and Mint.

And at 85 Fifth is the Pickwick Hotel. It was at the parcel room of the Pickwick Stage terminal (long gone) that Spade checked the package with the fabulously valuable jeweled falcon in it, after getting it from the dying Captain Jacobi.

Carrying the falcon, "Spade went partly by way of an alley and a narrow street, from his office to Kearny and Post Streets, where he hailed a passing taxicab. The taxicab carried him to the Pickwick Stage terminal in Fifth Street."

The alley is Lick Court and the narrow court is Ver Mehr— still there today, though now you have to walk through a garage to get from the one to the other.

Spade's addresses aren't given straight out in the book, but they can be deduced.

Spade left the (Geary) car at Hyde Street and went up to his apartment . . . he went out again, walked up to Sutter Street, and boarded a westbound car."

That first "up" almost certainly means up in an elevator, or by stairs. So, Geary and Hyde—the apartment where Spade sparred with Detective Polhaus and Lieutenant Dundy, held at bay for a night the Fat Man, Cairo, and the gun punk, dickered with them about the falcon and finally found it was a fake; the apartment where he took Brigid to bed and turned her over to the police; where he first heard the news of his partner Miles Archer's chilly death in the fog.

Which brings us up to the last locale, the one most often discussed, the place where Archer got his and started *The Maltese Falcon* moving: the blind end of Burritt Street just west of the overpass where Bush Street roofs Stockton.

You can still rest your hands on the coping and look down into Stockton and see what Spade saw:

"An automobile popped out of the tunnel beneath him with a roaring whish, as if it had been blown out, and ran away."

And then you can walk west a few steps to where the sign says "Burritt Street" and walk down that alley to its blind end.

The only thing that's gone since Hammett's day is the gap between two store fronts on Stockton, which had a white railing at the top and at the bottom a billboard, against which Archer's body lodged after rolling down the little dirt hill. It was the gap now occupied by the newer north end of the McAlpin Apartments.

At any rate, that was and still is the most famous spot in *The Falcon*. A few years ago some *Falcon* fans tried to get permission to put up a brass plaque in Burritt reading "Here Brigid O'Shaughnessy shot Miles Archer." The permission didn't come through, but it's still a nice idea.

Hammett himself lived in San Francisco in the 1920s and did most of his important writing here. And at first he also worked as a detective for Pinkerton's, which was then at 870 Market, in the Flood Building.

And it was in San Francisco that Hammett enjoyed (to quote his thirty-year friend Lillian Hellman) the life that was "nice and free and 1920s Bohemian: the girl on Pine Street and the other on Grant Street, and good San Francisco food in cheap restaurants, and dago red wine." (Prohibition, of course).

And it's here that Sam Spade, troubled by his relationships with Effie and Brigid and Iva Archer and other mysterious girls, and sniffing for crime and adventure and profit and danger, roams the hilly streets that aren't graced by the fog so often these days. □

HERB CAEN

EVEN IF BOOKS aren't your bag, you may have noticed that the No. 1 non-fiction best-seller in San Francisco just now is a real book by a real pro, for a change, and not one of those shlock things publishers keep fobbing off on the public, like "The Sex After Death Cookbook" or the high-flown ruminations of a seagull weaned on Dale Carnegie. The computer-defying product I refer to is "Pentimento," a series of graceful and moving reminiscences by Lillian Hellman, who knows how to set down one word after another. In the world of letters, she would rank high even if her books sold nine copies each and her plays closed on opening night, but it must be blissful nevertheless that talent and integrity do not necessarily stand in the way of success . . . In this connection, a cartoon comes to mind, showing a publisher rejecting an author's manuscript with the explanation, "It's bad enough, but not Jacqueline Susann bad enough."

★ ★ ★

MISS HELLMAN being in town for a couple of days, her grateful publishers threw a reception for her at the Mark Hopkins Tuesday evening. The local literary establishment (i.e., Mark Schorer, Mitford, Gold, Fuller, Alice Adams, Littlejohn) was there, paying homage to this chain-smoking woman with the hot pen and lived-in face. Bay Area booksellers —"The very lifeblood of the trade!" as a publisher's rep put it—approached Miss Hellman with respectful caution; she looks more forbidding than she is. Some sank to their knees. Others kissed her hand. Many asked for her autograph. "Lillian," I whispered, "you are in danger of becoming beloved." Cigarette ash flying in all directions, she rasped, "Why, you" (seven words deleted here).

★ ★ ★

WHEN MISS Hellman is in S.F., I flash immediately on Dashiell Hammett, the nonpareil writer of American crime fiction, creator of Sam Spade and "The Thin Man," the best of the good bunch that came in his majestic wake — Chandler, John MacDonald, Ross Macdonald (even Ian Fleming copied his style if not material). Hammett worked here in the Twenties as advertising manager for the late jeweler, Albert Samuels, and may even have devised the slogan used by Samuels' to this day, "The House of Lucky Wedding Rings!" It sounds sardonic enough for Hammett, who dedicated one of his early books to Albert in gratitude for kicking him out of the jewelry business.

★

HAMMETT WAS Lillian Hellman's one true love, and she his. They spent much [illegible] other here in the Thirties, "when it rained a lot but there were still things to do." After Tuesday night's party, she was heading for the northeast corner of Bush and Stockton, where some Hammett freak has painted this on the sidewalk: "Miles Archer Was Shot Here, 1941." Archer was, of course, Private Investigator Sam Spade's partner, and Lillian wanted to see the graffito, even though the information is inaccurate, as dozens of fans of "The Maltese Falcon" have pointed out. The Falcon has as many devotees as "Star Trek," and will continue to have long after the Trekkies have passed on; and, it occurs to me, Sam Spade is this city's most lasting literary character, unless you count Saroyan's early self-adulation, and maybe Frank Norris' "McTeague."

★ ★ ★

THE "1941" in the graffito must refer to the John Huston screen version of "The Maltese Falcon," also a classic, for the book was published in 1930. Miles Archer was probably done in, therefore, in 1929, and not at Bush and Stockton, but in an alley half a block west on Bush. Let's go to the book: "San Francisco's night-fog, thin, clammy and penetrant, blurred the street . . . A uniformed policeman chewing gum under an enameled sign that said Burritt St. in white against dark blue put out an arm, asked 'What do you want here?' 'I'm Sam Spade. Tom Polhaus phoned me.' 'Sure you are.' The policeman's arm went down. 'I didn't know you at first. Well, they're back there.' He jerked a thumb over his shoulder. 'Bad business.' 'Bad enough,' Spade agreed, and went up the alley."

★ ★ ★

NIGHT BEFORE LAST, I stood at the corner of Burritt St. and Bush, cursing the absence of fog, and peered down the alley where Miles Archer had got it from Brigid O'Shaughnessy, who will always be Mary Astor and vice versa. She shot him with a Webley-Fosbery ("I've seen Webley-Fosberys,' he said without interest," when a cop shows him the gun). The corner has changed little from Hammett-Spade's day, except that apparently there was no building then between Burritt and Stockton, "where an automobile popped out of the tunnel with a roaring swish." Dingy brick walls, fire escapes, pathetic potted plants here and there on windowsills, the inevitable car parked under a "No Parking Any Time" sign. Best of all, the original white-on-blue enamel "Burritt St." sign is still on the wall. May it never be replaced by what pass for street signs today.

★ ★ ★

I WALKED AWAY, past the little groceries and bars, thinking about the high style of people like Dash Hammett and Lillian Hellman and good things like proper street signs. My eye was captured by a gaudy neon burst alongside the tunnel, reading "Kim's Spa—Oriental Massage From 10 a.m. to 3 a.m." Sam would have curled his lip, Bogart style, over that one before hurrying on in the old fog-wet town.

The Age Of Pants For All

Tues., Jan. 15, 1974 San Francisco Chronicle

By Joan Chatfield-Taylor

The most spectacular success story in the fashion business of the past five years may be the way that it became absolutely painless to buy a pair of jeans.

Now that there are jeans stores everywhere, it's difficult to remember that buying a pair of jeans once meant either going from department to department in a big store or grubbing through the shelves in an army surplus store.

Things started getting less complicated four and a half years ago when San Francisco businessman Donald Fisher opened the first Gap store on Ocean avenue. Now he has 50 stores, stretching from here to New York city.

All 50 stores carry nothing but clothes manufactured by Levi Strauss, although Fisher says that his stores have no special relationship to the company and that he's free to buy from anyone else.

He refuses to say how many Levi's he's selling a year, but prosperity is in the air at his headquarters in an industrial park off the Bayshore, where the warehouse is piled high with thousands of pairs of Levi's.

Fisher himself is surprisingly diffident about the explosive growth of his idea.

He contrived the idea of the Gap when a Levi Strauss salesman who rented space in a building Fisher and some friends owned sold him some Levi's that turned out to be the wrong size.

Off he went to the big department stores to exchange them, but he couldn't find his size. That was when he decided that what the world needed was a store with all the styles and all the sizes of Levi's in one place.

"I figured that I didn't known anything, but that Levi Strauss did," he commented the other day.

He's candid about his mistakes. The first one was trying to sell records as well as Levi's at the first Gap store.

"Levi's are fair-traded, so I figured that we needed some kind of loss leader. It didn't take long to see that the pants were selling the records, not the other way around," he said last week. The records were quickly phased out, although the Gap's logo still includes six grooved circles that might represent records.

Some people might consider it a mistake, but Fisher is still loyal to a controversial ad that shows a pair of unzippered pants with the headline, "The Gap is Open." Levi Strauss "refused to put any cooperative money to run the ad, and newspapers all over the country have rejected it after receiving irate responses from readers who find it obscene.

"We still run it wherever we ean," he said. "Sometimes we run it two or three days until the newspaper gets too many ealls from its readers.

"Maybe it's just as well, because I might never have had any other ads.

There are other jeans stores, of course — Jeans Weat boasts 300 stores nationwide — but the Gap has probably been one of the most sneeessful at attracting first-time jeans wearers as well as the young faithful.

Fisher: The man behind the Gap

Opened December 1973 at 5th and Market Streets

Fisher, who said, "I'm kind of an old square," didn't succumb to the temptation to be hipper-than-thou, preferring instead to appeal to as wide a clientele as possible. Each Gap store is cleanly modern, brightened with splashy graphics, youthful without being so artfully hip that anyone over 25 is frightened away.

"The Gap is a family store," Fisher said the other day. A customer survey is in the works, but he assumes that the customers range in age from six to 49.

"I'm a non-shopper. I don't like to go shopping, so the stores are designed for the non-shopper," Fisher said. That means clearly-marked racks and wholly enclosed dressing rooms (some jeans stores just have swinging doors that reveal the customer's head and feet) with lights that flash on automatically when the room is occupied.

Although Fisher wants his young sales staff to sell actively, the stores are organized so that most customers manage to help themselves.

Although elaborate styles of recycled and redecorated denim ended up on the sales racks in many department stores this winter, Fisher doesn't foresee any slowdown in the demand for pants and jeans.

"People wear pants, and they're going to continue to wear pants," he said confidently.

They're wearing pants younger than ever. The fastest growing segment of the Gap's business is Levi's for children, starting with size one jeans, which the stores started carrying about a year ago.

Another added fillip is Levi's from Levi Strauss' subsidiary in Europe. These are designed for Europe, so they both look and fit differently from the American Levi's sportswear; and they're not available elsewhere in the United States.

Equally important to the Gap's continuing success is the fact that Levi's keeps adding new size ranges, like the Gentleman's Jeans designed to fit the heftier man.

Carrying all the sizes — 90 for the basic men's jeans alone — was the original purpose of the Gap, and it's still the store's biggest strength.

ASSOCIATED THEATRES
EXECUTIVE OFFICES
230 HYDE STREET
SAN FRANCISCO 2, CALIFORNIA
PHONE ORdway 3-2343

May 21, 1971

Chief Alfred J. Nelder
San Francisco Police Department
850 Bryant Street
San Francisco, California 94103

Dear Chief Nelder:

I thought this would be a good time to issue a policy statement, in regards to the Hub Theatre. The Hub is the oldest operating motion picture theatre in San Francisco and has been in operation for 63 years.

It will be and has been the policy of the Hub Theatre to show films, which in our judgement will be in good public taste. We have never played hard-core films at the Hub. Last year the theatre lost thousands of dollars, but we still held the line.

In the future, if there are any objections or complaints from any civic official or organization, such as the Market Street Development Project or the Downtown Association, we will immediately make adjustments or changes, at the Hub. I might add, that this has always been our policy.

Also you might be interested to know that in 1908, my 95 year old grandfather, opened the first neighborhood motion picture theatre in San Francisco. The Levin family has been in the theatre business for 63 years and we are all deeply interested in what happens to San Francisco.

Best regards,

Wally Levin

WL;RW
Copy to Mr. Bernard Averbuch
Mr. Lloyd Pflueger

KCBS NEWSRADIO 74
ONE EMBARCADERO CENTER
SAN FRANCISCO, CALIFORNIA 94111
PHONE (415) 982-7000/CBS OWNED

EDITORIAL REPLY

KCBS Radio welcomes editorial replies by qualified spokesmen for the purpose of further stimulating public discussion and maintaining fairness and balance in the presentation of public issues. If you missed the broadcast of this reply to a KCBS Radio editorial, we hope you will read it. Your comments are always most welcome.

Peter M. McCoy, Vice President
CBS Radio Division
General Manager, KCBS Radio

SUBJECT: Reply to Muni Speeders
3R 74-2

SPOKESMAN: Demosthenes Adams

BROADCAST: January 17, 1974

AM: 12:15, 2:46, 5:15, 8:15 AM; 12:15, 3:15, 6:15, 9:15 PM
Repeated: Saturday, January 19, 1974 - 7:15 PM
Sunday, January 20, 1974 - 1:15 PM

ON JANUARY 3, 1974, KCBS BROADCAST AN EDITORIAL DEALING WITH POLICE-MUNI RELATIONS IN SAN FRANCISCO. SPEAKING IN RESPONSE IS MR. DEMOSTHENES ADAMS, DIRECTOR, BUREAU OF PERSONNEL AND SAFETY FOR THE SAN FRANCISCO PUBLIC UTILITIES COMMISSION.

Six years disruption on Market Street and adjacent thoroughfares is nearly over, and with it must go the expedient driving tactics it generated. Market Street was turned into a veritable no-man's land by construction of the BART and Muni subways; and after that came the beautification project.

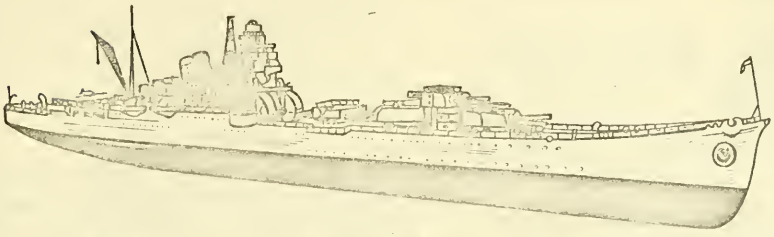
The Municipal Railway is determined to correct the driving habits of operators who have undergone this confusion; and the Police Department has agreed to take care of the motorists, commercial drivers, and, yes -- the willy nilly unpredictable habits of pedestrians.

A new Muni inspector patrol in the downtown area has been assigned to caution Muni operators against excessive speed, running red lights, and other violations. Inspectors at West Portal will guard against speeding in the Twin Peaks Tunnel and on Market Street. Similar instructions have been given to inspectors at the Transbay Terminal.

This drive poses no threat to the vast majority of operators. They are skilled professionals -- and they have encouraged this campaign for safety.

* * * * *

The Chikuma and the Abukuma



Now docked at Citizens Market Street Offices

January 1974

Fantastic! These are the actual "movie stars" from "Tora! Tora! Tora!"—the spectacular room-size miniature warships (26 ft.) used in the film. These and other rare maritime exhibits are now docked for your enjoyment at Citizens' two Market Street offices... now through February 4th. Both ships are from one of America's renowned marine collections, soon to be offered at auction by Rabin Brothers, San Francisco.

Market St

CITIZENS SAVINGS®

Statewide, California's Oldest / Over One Billion Dollars Strong

See the exhibits at: **Home Office, 700 Market Street, 350 Market Street at Front.**

Office Hours: Monday through Thursday, 9:00 AM to 4:00 PM; Friday, 9:00 AM to 5:00 PM. In addition, our Home Office is open Saturdays, 9:00 AM to 3:00 PM.

Citizens Savings has over 40 offices serving California.

Assemblyman John Burton arrived late at the Del Webb Townehouse yesterday to announce his candidacy for Congress. He had a ready explanation, and a pledge: "If elected, the first thing I'll do is get the Market Street traffic situation cleaned up."

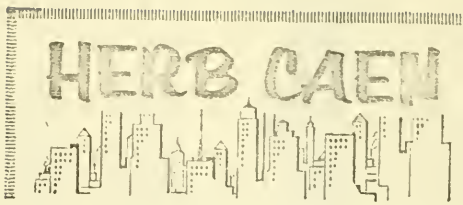
25 Jan 1974

★ ★ ★

"FOLLOW YOUR NOSE," the friendly neighborhood philosopher once said. Since my roamin' nose wanders all over my face, that isn't easy, but walking the streets of San Francisco is rewarding in any direction and much safer than driving in the path of flying nuns. At "Nut Corner" — Powell and Market — two sidewalk preachers, a white man and a black woman, were shouting of love and looking at each other with hate. Three Muni men went back-to-back against a Powell cable, swinging it around on the turntable in the dearest San Francisco cliche of all. The latest in a line of small boys who have watched this scene in wonder for 100 years watched this scene in wonder.

★ ★ ★

ADD INFINITEMS: A break for the town's two best street bands. The Bourbon St. Irregulars are now working the cocktail hours at Powell Station on Powell, and Medicine Ball is blasting in the Palace's Pied Piper during the same 4:30-7:30ish slot . . .



Friday's Fickle Finger

25 Jan 1974

THE BIG JAYWALK: Bright young Jack Ro who marched across Market St. from Grodins (who he was exec-veep) to become President of Roo Atkins a couple of years ago, will shortly mar right back across the street to rejoin Grodins President and Chief Exec Officer. Despite the co suggested by his last name, Rose took R/A out of t red and into the black . .

Actually, my kind of guy was the Rev. Isaac Ka loch, Mayor in 1879, who ran the town from good saloon on Market St. and occasional amazed the natives by declaiming loudly, "Th rim of my hat goes flippety-flop and so does th sole of my shoe; if you want to get rich, you son a bitch, just paddle your own canoe" . .

The Wrong Seats

Editor — I have seen the springs of so many Muni bus seats laid bare by the razors of vandals, and I am dismayed to find those same soft seats installed in BART cars. BART's use of soft carpeting likewise amazes me.

I recently spent two months in New York City where I often rode subway cars every bit the equal of the cars designed for BART by Rohr Industries. The New York Metropolitan Transit Authority installs molded plastic seats in practically all buses and subway cars. They are sturdy, easily cleaned and lightweight, as well as being comfortable. These seats are invulnerable to all but the most ferocious vandalism. The floors of all New York subways are hard-surfaced, linoleum or metal.

MARK H. MILLER
San Francisco

You're invited to our Grand Opening Celebration

29 January 1974

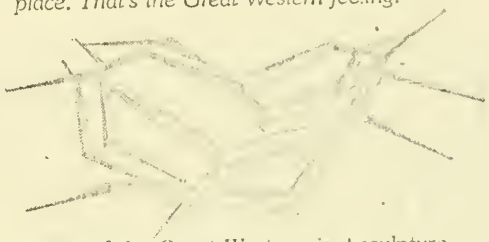
This unusual, two-level, million-dollar building is the newest in Great Western's statewide network of offices—largest in the savings and loan industry.

And it has *everything*. Even its own BART escalator at the Stockton-Ellis corner, serving the east concourse of BART's Powell Station and providing the closest access to Union Square. Street level specialty shops. A bright and spacious upper level that is served by twin escalators and filled with the latest in savings facilities. Including a massive, circular safe deposit vault of stainless steel which offers you a Free Safe Deposit Box with a savings account of only $1000 or more. And eight teller windows for prompt service at the busiest times.

Our floor-to-ceiling window walls and comfortable lounge area invite you to stay awhile and watch the colorful scene below at Stockton, Ellis and Market.

Come in during our Grand Opening—now through February 8—for refreshments, a special gift and fun for the whole family.

Get the feeling that comes from knowing you've put your savings in exactly the right place. That's the Great Western feeling.



Wings of the Great West, a giant sculpture of polished stainless steel was created for the north wall by Mary Preminger, internationally famous artist, to enhance the spacious, open architecture of our new savings lobby.

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Now thru Feb. 8
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Until 6 on Fridays.

The latest, revised edition of Sunset Magazine's best-selling cook book! More than 50 complete menus and 500 Sunset-tested recipes. A must in every home. Ask for your free copy. One per family, during our Grand Opening Celebration only.

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DEEP THROAT

Jan 1974

starring Linda Lovelace

AND

MONA

starring Mona Watson

EXTRA! 3RD FEATURE AT CENTRE THEATRE ONLY

CADDY GIRLS

ALL SEATS $3.50 • ADULTS ONLY

CENTRE THEATRE

Open 9:45 AM • Market at Jones

NORTH BEACH MOVIE

Open 11 AM • Kearny at Broadway

A Warning On Shabby Market St.

New brick sidewalks and trees and benches will never make Market street a grand boulevard unless shabby buildings are renovated, a new SPUR report noted yesterday.

It warned that public urban renewal programs to force renovation of the buildings might be required if private owners do not voluntarily fix up their property.

The San Francisco Planning and Urban Renewal Association is an influential private organization.

SPUR noted that the public improvements on Market street from the Ferry Building to Octavia street are financed by a $24.5 million bond issue, passed in 1968.

The new sidewalks, plazas and street lights have appeared slowly during recent years, along with BART and Municipal Railway subway construction that turned the street into an obstacle course of pits and machinery.

The SPUR report said a sign ordinance passed in 1970 helped control the jungle of signs along Market but "large, vulgar signs have often been replaced with medium-sized, sleazy ones."

Once the street beautification is completed, SPUR said, Market street merchants should form a special assessment district to pay for keeping the sidewalks clean. Small stores on Market street would have to pay $50 to $100 a year, and large corporations would face an annual assessment of $1000 to $2500.

"The use of a brick and mortar surface for widened sidewalk areas will make the task of cleaning more difficult," the SPUR report said, "and wells in which street trees are planted are already gathering spots for litter."

ADULT THEATRES ADULT THEATRES

MORE THAN ½ MILLION PEOPLE HAVE SEEN DEEP THROAT IN SAN FRANCISCO

Just think about it. Over 500,000 people have seen "Deep Throat" in San Francisco. That's more than ½ our population!

Of course, not all these people live in San Francisco. Many of them come from the East Bay, the Peninsula, Marin County and even San Jose. (You probably didn't know they won't allow "Deep Throat" to show in San Jose.)

Actually, "Deep Throat" can't be shown in many cities throughout the country. It's ridiculous.

Many critics have praised the film as "funny, clever, original, very erotic and even enlightening." Saturday Review said it's "required viewing for the In Crowd." And if Rex Reed and Truman Capote recommended it highly (which they did), then you know it can't be all bad.

DEEP THROAT

starring Linda Lovelace

AND

MONA

starring Mona Watson

ALL SEATS $3.50 • ADULTS ONLY

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Market at Jones • Open 9:45 A.M.

North Beach MOVIE
Kearny nr. Broadway • Open 11 AM

movie opened here

Massage Parlor Loses Permit Bid

Chronicle 22 Jan 1974

The Board of Permit Appeals unanimously upheld a police department permit revocation yesterday for a massage parlor on Market street.

Last December police revoked the permit for Phyllis Schrobsdorff's La Dolce Vita parlor, 617 Market street, after three of her employees were arrested at the Hyatt Regency Hotel on charges of prostitution.

The statuesque, 34-year-old, Mrs. Schrobsdorff — a former Miss Germany at a World Trade Fair — pleaded with the permit board to let her keep her permit so she could sell her massage parlor and rid herself of the problems she said it has caused.

Mrs. Schrobsdorff also owns the Bocaccio European Massage Studio at 426 O'Farrell street.

Trembling and close to tears, she testified yesterday that she "had no knowledge" of her amployees' "off-duty activities," and that she would have fired any woman she knew to be engaging in illegal conduct.

Mrs. Schrobsdorff's problems started last September 22 when, according to San Francisco vice squad inspector John Vanucci, an informant approached him in the Hilton Hotel lobby and said he could find some prostitutes for him.

Two days later, Vanucci sent a team of four undercover vice officers to the Hyatt Regency Hotel, where they rented rooms 602 and 604 and waited for the women to show up.

When three employees of La Dolce Vita and one freelance masseuse arrived, the men told them they were scouts for the Los Angeles Rams professional football team.

Vanucci told the permit board that he "watched the activity" of women coming and going from the rooms across the big 18-story lobby of the new hotel.

He said that several minutes later the four officers received "solicitations for prostitution" and the women were immediately arrested.

A police photographer was called and took nude photographs of Yvette Washington, a masseuse trainee at La Dolce Vita, and Janet Dilthey, who did not work at the parlor.

Mrs. Schrobsdorff denied any knowledge of the late night hotel arrangement and said her trainees were not allowed by law to make "out-calls" to hotels or residences.

"I tell them that when they go out they're only supposed to do massage," Mrs. Schrobsdorff said.

Her attorney, Benjamin James, argued that she would take a "substantial financial beating" if her permit wasn't restored.

But commissioner Peter G. Boudoures said the point was moot since anyone who bought La Dolce Vita would have to apply for a new permit, regardless of the status of the old one.

Entrapment charged in massage case

By Donald Canter
Urban Affairs Writer

San Francisco police used a cab driver and an arsenal of dirty tricks to entrap four masseuses into soliciting for prostitution, Assemblyman Willie Brown Jr. has charged.

This accusation will be made publicly tomorrow as the City's Board of Permit Appeals hears a protest against the revocation of the massage parlor permit of La Dolce Vita where three of the women worked.

Phyllis Schrobsdorff, the German-born owner, has hired attorneys Brown and Benjamin James, who share offices with Supervisor Terry Francois.

As Brown has a hearing in Sacramento, James will handle the case. But Brown has offered a preview of tomorrow's testimony. Comments attributed to the police were obtained from Capt. Gerald O'Shaughnessy of the vice squad.

The date was Sept. 24, 1973. The setting: The swank

PHYLLIS SCHROBSDORFF
Permit in peril

Hyatt Regency Hotel where four un-uniformed vice squad officers had rented rooms.

Brown: "They (the police) used a black guy who was a cab driver. They let him make 50 to 60 calls to different girls (mostly in massage parlors)."

Police: "He (the cab driver) came to us. He tipped us off."

Brown: "Then he (the cabbie) got one girl at the Dolce Vita (on Market Street) and told her he had four guys from Fresno willing to spend lots of money."

The girl agreed to come to the hotel for an "out-call" massage.

Brown: "He (the cabbie) then told her to bring three other girls. She got all three. One was not from the Dolce Vita, and all were off duty."

Brown: "Police supplied him (the cabbie) with a Yellow Cab to drive them to the Hyatt."

The girls then were taken to the rooms of "the four guys from Fresno."

Police: "They solicited for acts of prostitution. They didn't check in at the hotel desk as they're supposed to do (by ordinance) when making out-calls. Only one of the girls was a licensed masseuse. One was a trainee. Another was a trainee whose permit was denied by police, and one girl had no permit at all." (Only licensed masseuses may make out-calls).

Brown: "The charges against the girls were dropped by the district attorney in return for the girls to testify against the Dolce Vita. Before the Police Commission the girls said Dolce Vita knew nothing about it (their activities at the Hyatt). Only one said that on occasion she gave nude massages but she said Miss Schrobsdorff would have fired her if she'd known."

Police: "The girls gave us statements. In all, 12 arrests were made that night. Four from a Berkeley massage parlor. All of those pled guilty. Four from a 'house' on Filbert Street. Three of those were found guilty. Willie Brown was their attorney."

Gay Movie Theater, Nude Studios

A Bad Day for S.F. Sex Spots

By Larry Liebert

It was a rough day for kinky, sexy entertainment in San Francisco yesterday.

A gay, porno movie theater will soon be evicted from the city's new Powell Plaza, it was learned.

And the Permit Appeals Board kept busy turning down permits for two nude "encounter" parlors, a masseuse, and a nude photo studio serving Oriental tourists.

The gay theater is the Powell Cinema at 39 Powell street. A Hawaiian developer has purchased the site and will evict the hardcore theater in a few months, according to Fred Rose, attorney for the unidentified developer.

The old theater probably will be razed to make way for a new building along Powell Plaza, where visitors to the city catch BART trains and cable cars.

The change pleased tourist industry officials, who have been lobbying at City Hall against the hard-core sex films massage parlors and encounter studios that greet visitors to Powell Plaza.

"Anything would be an improvement over dirty movies. We get lots of negative comments from tourists about them," said Robert Begley, president of the Hotel Employers Association.

"Who are they to say what people should be allowed to see?" retorted Tom Paine, manager of the theater.

Paine said that many of his customers are tourists.

The theater manager said "business is sensational for the boy-boy films" he started showing a few weeks ago.

More than 700 customers stopped in to see "History of the Gay Movie" over Thanksgiving weekend, Paine said.

A nude "encounter" parlor at 103 Powell street, a block from the Powell Cinema, was one of the projects rejected yesterday by the Board of Permit Appeals.

Legislation regulating such studios has not yet been passed by the Board of Supervisors, but the Permit Appeals Board acted by overturning a building permit for the enterprise.

Other sex-related projects before the board included:

- Another nude encounter parlor that was turned down at 783 Bush street. Residents of nearby apartments said "Brandy's Place" would draw undesirables to their neighborhood with its signs promising "nude live girls."

- A masseuse, Rosaly Arevalo, who lost her massage permit even though police said she was acquitted in a jury trial of charges she solicited prostitution.

The board voted 3 to 1 to allow her to keep the permit, but four votes in her favor were required.

- A nude photo studio proposed for 446 Broadway street, next to the Chi-Chi Club.

Police said the studio would destroy efforts to make Broadway "at least half-decent." The board agreed and denied a permit for the studio.

The Chi-Chi Club's attorney, Charles Morgan, said the photo studio would allow tourists to click souvenir snapshots of the strippers they watched in the club next door.

"The bulk of the club's customers are Oriental," Morgan said. "They come in and ask to take pictures of the girls who are in the show."

Mary and Art; A Cover Girl's New Career

By Peter Stack

She's in the vicinity of 50 now, lovely miles beyond Cover Girl and Hollywood wife, but damned if Mary Gardner Preminger isn't getting quite a reputation again.

With long, thin, white hands that still adore powerful jewelry, Mary Preminger today is being The Artist.

She stays model slender (greens and Rye Krisp for lunch) and has this suggestive linear motif in posture and motion. It could be 1949, she could be on the cover of Vogue.

Visibly, there's no trace of whatever strain or trait she draws upon to make the massive, reigning public forms that have been winning her late acclaim as a sculptor.

She jets these days between the Malibu studio, its carefree beachfront, and New York City, Fiorentina shoes and tough foundryman's talk figure in the hectic spectrum of her life.

"There's too much to do, no time, too many ideas and designs running around in my head," she said at lunch at Chez Leon, eating like a bird.

Suddenly there are birds images.

When she was married to Otto Preminger in the '50s (he was bald as an eagle even then), he used to call her his "Little Sparrow." Very Viennese of him, she said.

From the deck of her studio-house in Malibu — the deck that is a jungle of thickening succulents — Mary Preminger snatches time to watch gulls that are thralls to the larking surf.

MARY PREMINGER
Struggle and hard work

In San Francisco, bird forms she wrought in polished stainless hang in the new silver-orange-ivory office of Great Western Savings & Loan Association at Stockton and Ellis streets.

She was furious about what the Great Western people decided to name her work in their office.

They will call it "Wings of the Great West." She prefers her title — "Winged."

There's no end to conflict. Good looks, a California house and two apartments in New York, a foundry in Spain, dates in France and Mexico and Michigan and Tokyo — there is still conflict, and struggle.

"I feel struggle. I've always struggled, worked hard. Talent is one thing, the rest is 90 per cent bloody hard work," she said.

Her life has been like an arpeggio played with thumbs, only occasionally the notes are hit hard and true and richly.

At 17, the Midwestern girl of broken home and boarding schools, eloped in Ohio, had son Gilbert (now her personal manager and confidante), and divorced after a year.

Then, as she was closing in on 30, there was Otto Ludwig Preminger, the enfant terrible of Hollywood. They met at a cocktail party in New York, one of those across-a-crowded-room situations.

"He sent someone over to say he wanted to meet me," she said.

He was interesting, abominably temperamental, a genius, a fascinating radical, a meanie, a gentleman.

While courting, he would call her day and night on the telephone. Their dates were intensely proper. He gave gifts of jewelry, a television set.

The whole time he was working on "The Moon is Blue," the movie shocker of the times.

Marriage was different. "He was married to his work," she said.

"It was a struggle being his wife. There were such simple things I wanted to do. I wanted to arrange the tables for a party, or decorate. I am good at that. But he would always call someone in to do those things. I felt useless."

Divorce came after eight years, with charges of infidelity that were later forgotten.

Then there was Michael Rennie, the late British actor, whom she met and befriended while married to Otto. They were intimate friends until his death. She still wears the gold Piaget watch he gave her, his name inscribed on the back.

The theme of romance became entwined with the theme of jobs.

At 15, Mary Preminger became a model. At 19, she went to New York. In a few years she had won top billing through the Eileen Ford

Agency. Five-feet-eight, the incessant dieting to stay 120, clothes, the spacious apartment near the Princeton Club.

She was pages in Harper's Bazaar, Town and Country, Life and Look.

But even then, there was her art.

That goes way back to Grand Rapids, the Midwestern girlhood, the conservative Episcopalian family that served as a pillar of the community.

"That conservative rub," she said, "caused my art to flower, made me have to explode."

She had studied at the Kansas City Art Museum at the age of 16. She trained at the Academie des Beaux Arts in Paris, and later with Fritz Faiss at UCLA.

Her paintings and sculpture have evolved from the pristine to the bold.

For her art, she was fortunate to have married Otto, she said. The marriage gave her time to work. He was always gone.

Michael Rennie urged her to undertake larger forms and display them, and to become a full-time artist.

"I would get bored with those Hollywood people, and I would drift upstairs to the studio to work. Michael, he too would become bored. He would come into the studio, we would talk, he would encourage me. I began to believe in my work."

Work now is Mary Preminger's life. Up at 7:30, off to the studio where tables and drawing boards, paints and chisels and writing implements are neatly arranged. She wears white Levi's, blue workshirt, doesn't bother with a bra.

She sketches, molds, makes arrangements for casting pieces, writes letters, talks on the phone. There is, perceptibly, the neccesity to find clients and commissions. It is a form of hustling.

For her, the patrons of art are the corporations. She is caught in the trend toward the use of art in public places.

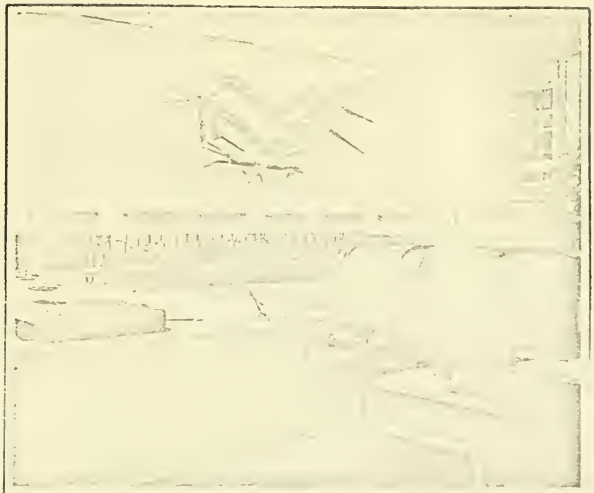
"Banks, businesses, the corporations are leading the way; they want to show beauty," she said.

"Art subliminally influences people, gives them pleasure amidst their everyday activities."

She wants shoppers, for example, to become involved with a huge sculpture she created for Briarwood Mall in Ann Arbor, Mich. "I want people to be able to reach out and touch it, move with it, kids to play on it," she said.

She has a grasp on what she wants now. She studies Zen, and she goes to quiet parties, and she drives a Camaro, and she drinks only tea, and she often falls asleep during the 11 o'clock news.

the stainless steel bird forms



SECOND FLOOR FUTURISTIC — California's only second floor savings office was officially dedicated this week with ceremonies at Great Western Savings and Loan Association's new One Stockton Street at Market branch. Feb-1974

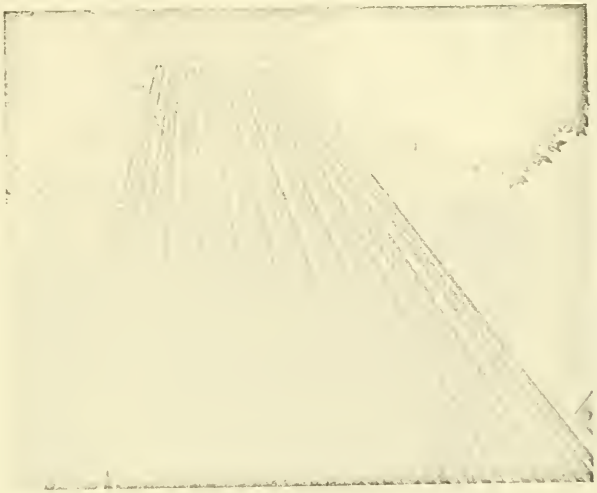
The office combines savings facilities with direct access to BART, which has a ground floor entrance in the new structure.

Cutting the ribbon to officially open the building were San Francisco Mayor Joseph Alioto; Great Western executive vice president John W. McFarland; Board of Supervisors President Dianne Feinstein; and Bay Area Rapid Transit assistant general manager L. A. Kimball.

The building project combined the resources of Great Western, Bay Area Rapid Transit, the City of San Francisco and the Department of Housing and Urban Development to make possible the closest BART access to the heart downtown, Union Square, threatres and the second floor savings office enabling commuters to reach the branch office in seconds.

The ground floor of the two story aluminum and glass building will be occupied by specialty shops and the easy access escalator entrance to the BART Powell Street Station. The BART entrance has been designed with the close cooperation of BART and the city staff to harmonize with the building, the transit station and the new Market Street condition.

Tishman Bldg. 100% Leased



An unusual event in San Francisco's new downtown building program was reached yesterday with the announcement by Tishman San Francisco Corporation that office space for its new 38-story Market Street building was 100% leased – while the building is still in its final stages of completion.

"All of the million square feet of office space have been leased, the occupancy has begun," said Perry S. Herst, Jr., senior vice president in charge of the West Coast for the Tishman firm. "Only a few thousand square feet of second level commercial space remain.

"Leasing all of the office space before any building is completed is highly unusual," he added, "and we are indeed gratified at the tremendous response for our new structure."

This latest addition to redeveloping Market Street spans the block bounded by Market, First, Stevenson and Ecker Streets, and features two levels of landscaped plazas. A direct connection to the Montgomery Street station of BART is planned for the near future.

Tishman San Francisco Corporation also owns 425 California Street, which is likewise 100% leased, and owns the block at California and Davis Street for future development.

Two major tenants are scheduled to move in this week, according to regional manager John C. Colver. They are the Government Employees Insurance Company (GEICO), which is establishing a regional headquarters in San Francisco and also relocating several of its Washington, D.C., home offices here, and the General Services Administration, moving from their old building at 49 Fourth Street.

Other tenants scheduled to move in shortly are the Bechtel Corporation, occupying three floors, and additional offices of the U. S. Government. Wells Fargo has already occupied several floors of its space. The Wells Fargo lease was signed when the building was little more than a hole in the ground, and was a record West Coast transaction involving approximately $100,000,000.

B of A Buys Old Ballroom

Use of Parking Stalls OKd

The Bank of America agreed yesterday to buy the former site of the El Patio ballroom at Market street and South Van Ness avenue for more than $1.5 million.

Victor L. Marcus Co., real estate agent in the transaction, announced the bank's purchase of the triangular plot bounded by Market, South Van Ness and 12th street.

The City Planning commission gave final approval yesterday to the bank's plan [illegible] 150 parking spaces in the building for employees of employees working in its computer center across the street.

Bank of America has announced it will use the building for three years — during [illegible] the exterior, renting out retail space on the ground floor and using the [illegible]

Former site of ballroom at Market and South Van Ness is being purchased by bank for more than $1.5 million

[illegible] the vacant ballroom contains [illegible] dance bands and big-band era dancers remember as the El Patio and rock 'n roll fans knew as Bill Graham's Fillmore West. It was opened [illegible] room.

Bank officials said the structure may be torn down eventually, but they denied reports they have already decided to replace it with an office complex.

The bank bought the site from National Inns. That firm purchased the land four years ago with plans — which never materialized — to build a Howard Johnson hotel.

The Ballroom Era

THE Thirties Revival, which I suppose is as inevitable as the Twenties Revival, may make ballroom dancing fashionable again. In Seattle, for instance, there seems to be a new interest in swing bands, and all over the country fashion reporters appear to be listing more and more parties and events costumed in the styles of the Thirties.

But the big trouble this particular revival faces is that when and if they get around to staging contemporary reconstructions of the ballroom ambience there won't be any ballrooms left.

They are being demolished all over the country. In the past decade right here, the Avalon (originally the Trianon) became a movie house, Edgewater-at-the-Beach went down the tubes, the Balconades, National Hall, the Majestic, the Bal Masque, the Areadia and almost all the other structures which once echoed to the sound of dance bands and the lovely, haunting hiss of soft shoes sliding over a waxed floor, have either been torn down or absorbed or converted into other buildings.

And now they've sold El Patio to the bank.

F. W. and Carousel

The structure at Market and Van Ness which the world of electronic music and rock knows as Fillmore West is still standing. Another generation of San Franciscans and musicians knew it as El Patio.

As Fillmore West, the ballroom had such a lenuous history that they never got around to taking down the marquee of the previous regime when it was called the Carousel.

The man who operated the building as The Carousel was a Dublin Irishman named Bill Fuller, husband of the Irish singer, Carmel Quinn, who had something of a run as a TV and radio personality in the early Sixties.

Bill Fuller was one of the most successful ballroom operators in the world, running a chain of ballrooms the length of Ireland, plus several in England and Australia.

In the United States, Fuller owned or leased ballrooms in Massachusetts, New York and the mid-west, and added the old El Patio — which he renamed the Carousel — to his chain in 1964.

Irish Show Bands

Fuller brought over Irish Show Bands, which were a kind of amalgamation of swing bands, vaudeville performers and singers and his events catered to the Irish communities.

Before Fuller took over the lovely old hall, it had operated as the El Patio since the middle Twenties and was one of the best known ballrooms on the West Coast. During the Fifties, the remaining big swing bands such as Woody Herman and Harry James would stop there for one night appearances, packing the long dance floor with standees and dancers, all under those heavy overhanging drapes.

John Wolohan, a distinguished name in San Francisco music history, led the band at the El Patio and operated the dances there from 1946 until his death in an auto accident in the spring of 1965.

During those years, many well known musicians passed through the Wolohan band which broadcast regularly over several San Francisco stations. Ann Richards left her job as vocalist with the Wolohan dance band to join Stan Kenton, and Genie Stone, an earlier singer, went from the El Patio to the Harry James band.

This period was the second one for John Wolohan at the ballroom. He opened the hall in the late Twenties when Barney Petts (Bernhardt Poetz, an early dance hall operator who became a real estate tycoon and died last November) advertised it as the "The West's Finest Ballroom."

The ladies lounge was reputed to be as big as many ballrooms and it was one of the first ballrooms to feature sofas and padded chairs around the sides of the floor. Earlier operators always used wooden folding chairs.

Two bands alternated, one for fox trots and what was then known as "modern" dancing, and the other for old fashioned dancing. House rules were very strict: Patrons had to dress up, no rough stuff was allowed, dancers had to keep moving counter clockwise on the floor, and you were not allowed to

stand in front of the bands either alone or in couples.

This was not unique to El Patio. Rules like this were common to the Palladium, the big ballrooms in Chicago and Detroit and to the Roseland in New York.

The Balconades

In 1934, John Wolohan moved to the Balconades Ballroom at 9th & Market (now part of the Furniture Mart and the name was changed to Wolohan's Ballroom, and Leon Mojica took over as the house band at El Patio.

Everett Hoagland, Sterling Young, Sid Hoff and eventually Chet Stuart followed as house bandleaders until Wolohan returned in 1946.

Many early San Francisco radio personalities did those broadcasts. For some time Dean Maddox ("Buddah") broadcast from there on KYA and at one time the remote radio hookup covered the entire Pacific Coast.

Over in Oakland the biggest importation of nationally known swing bands began when Bill and Gene Sweet operated their dances and eventually built the beautiful Sweets Ballroom in downtown Oakland (now a parking lot).

In Oakland, MacFadden's Ballroom (now the Sands) and the Ali Baba were the East Bay opposite numbers of the San Francisco ballrooms. Those structures (except for Sweets) are still in existence and during the Fifties and Sixties brought all kinds of big bands to the area, including the big Latin bands like Perez Prado.

By the Wayside

The musicians and the dancers from that era are dropping by the wayside now. Pop Kennedy, the piano player who became president of the musicians union and who swore he would walk out of any place if they played "Springtime in the Rockies" (he'd had to play it once too often) is dead now and the big bands don't come around any more.

Rock music, both at Fillmore West and, for a brief time when the Grateful Dead and the Jefferson Airplane ran the Carousel before Bill Graham took it over, now play concerts and nobody dances except the Senior Citizens.

Even the brass plaque which listed the legal capacity of El Patio no longer is nailed to the wall at the top of the stairs. It's hung in a frame in Graham's offices on 11th Street.

Those days will never come back, of course. They never do. But there's another thing: those old buildings were built to last and cannot be duplicated now. I only hope the Bank of America has a benevolent feeling about the old El Patio and even though it will make it into offices, still will retain some of the old touches.

A memorial plaque might well be in order. After all El Patio, either in its original name or as the Carousel or Fillmore West, has been an integral part of San Francisco history.

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y Counties District
uncil of Carpenters
ECUTIVE DIRECTOR
'NARD AVERBUCH

1/22/74

MEETING: Retailers of Market Street

TIME: 10:00 a.m. Thursday 7 February 1974

PLACE: Conference Room 675 of Flood Building
870 Market Street

AGENDA

1. Proposal for Musical Events in Market Street Plazas.

   Martin Snipper, Executive Director
   S. F. Art Commission

2. Discussion of way in which retailers on Market Street, and other areas, can reduce the use of energy. Discussion of proposal to reduce night time operations.

   George Kay, president
   Retail Merchants Association

Pacific Gas and Electric Company
San Francisco, California

Original Cal. P.U.C. Sheet No. 5404-E
Cal. P.U.C. Sheet No. -E

Rule No. 14.1

PROHIBITIONS AND CURTAILMENT PROVISIONS

A General

This rule has been ordered effective by the Commission as an emergency measure pursuant to Decision No. 82305. It will be in full force and effect until declared ineffective by order of the Commission. This rule supersedes and cancels all tariff and contract provisions inconsistent with its terms.

B Prohibited Uses

1. Outdoor Advertising and Decorative Lighting:

   a. No customer shall at any time make, cause or permit any use of electrical energy for lighting of billboards, signs, advertising goods or services or to identify the providers of goods or services, displays of goods, objects or designs symbolic of commercial enterprises, trademarks or logo, or motors or devices to rotate or move advertising signs or operate pumps or other devices in fountains which are primarily decorative, building floodlighting, architectural or decorative lighting, or lights used for landscaping, or any similar form of lighting based upon the use of electrical energy supplied by the Utility.

   b. Notwithstanding the provisions of subsection B.1.a. hereof, each business establishment may operate its window and display lighting and illuminate one outdoor sign between the hours of sunset and one-half (½) hour after closing or 10:30 p.m., whichever is later, and each billboard may be illuminated between the hours of sunset and 10:30 p.m., local time.

2. Functional Outdoor Lighting:

   a. No customer shall make, cause or permit any use of electrical energy for the floodlighting of outdoor commercial areas including, but not limited to, service stations, used car lots, new car lots, automobile parking lots, or similar businesses, between the hours of sunrise and sunset, and when not open for business.

   b. Notwithstanding the provisions of subsection B.2.a. hereof, after sunset, when such activities are open, the use of electrical energy for such purposes shall be reduced to fifty percent (50%) of normal or usual levels. Furthermore, prohibited uses of electrical energy from the Utility are not applicable to that minimum lighting necessary for public safety, or for security, or that required by law, or required for the lighting of essential governmental buildings utilized for police, fire protection, health and communications purposes.

3. Comfort Heating and Cooling:

   During business hours, no customer shall at any time make, cause or permit any use of electrical energy in any commercial or industrial establishment to provide heat to raise the temperature therein above 68°F, nor to provide cooling to reduce the temperature therein below 78°F, except where other temperatures are specifically required by law. Where it is not established that a net energy savings can be achieved by operating space conditioning equipment during non-business hours, such equipment shall be turned off.

(continued)

MY TOWN

Jack Rosenbaum

14 February 1974

The Market Street chase

This story gets livelier as it goes on: To begin, while a jury was being impaneled for a suspected burglar, a spectator reported to Sup. Judge Fran McCarty that the defendant had slipped a note to a young woman juror. The judge demanded to see the note, and read, "Don't tell anybody you know me." The woman was dismissed, and a mistrial declared. A bailiff was ordered to take the defendant from City Hall to prison at the Hall of Justice.

Outside City Hall the defendant broke and ran. Two other bailiffs joined the chase. At Eighth and Market the defendant leaped aboard a Muni bus. The bailiffs commandeered a streetcar, and ordered the motorman to chase the bus, just like in an old Keystone comedy . . . They caught their man two blocks away.

The defendant now faces two additional felonies—tampering with a juror, and attempted escape.

Mission Tesoro

P.O. BOX 3000 • LOS BANOS, CALIFORNIA 93635 • 209/826-4444

November 14, 1973

Bernard Averbuch
Market Street Development Project
870 Market Street
San Francisco, California

Mr. Averbuch:

I appreciate your concern about the expense of moving my Bufano murals from the 33 Powell Street location in San Francisco.

The cost did not enter the picture when I appraised them as works of art by a great artist. The Bufano Society requested, and was given, ample time to raise the money to buy them back from me. They failed to raise the money. The failure may have been due to San Francisco's lack of interest in keeping the Bufano murals, or a myraid of other reasons, but it's certain that they are no longer for sale.

My Bufano murals are leaving San Francisco within the next five months, come what may. Your columnists have raved about the loss of the art society of San Francisco. Let me set the record straight, San Francisco has not lost its art society, it has moved to Los Banos.

My Bufano murals will be installed at Mission Tesoro City at a location where they can be enjoyed as great works of art, rather than as a good commercial draw for local businessmen to exploit.

Yours truly,

Jesus G. Monroy
President & Founder

JGM/dra

.eaving S.F.

Good-by to the Bufano Murals

By Michael Grieg

Art lovers and patrons of ›ars Caferia, the Fosters anch at 33 Powell street, de farewell yesterday to e famed Beniamino Bu- no mosaics that have lorned the restaurant's alls since 1950.

The 12-ton trio of murals depicting, among other ings, St. Francis in a zip- ered cassock — was being ated for removal to a mu- eum at Mission Tesoro, a ew city near Los Banos.

"San Francisco's loss is California's gain," said Je- us (Jesse) Monroy, board rman of the Fosters/ st restaurant chain, who s building the new city.

Monroy, an admirer of the nurals eve since he was a lishwaster at Moars in 1958, old a press conference that he mosaics would have "a nore dignified home at the nuscum where all Californi- ns can properly appreciate the work."

"I've had a lot of protests about their removal from Angelina Alioto, the mayor's wife, members of the Board of Supervisors and the Bu- fano Society," said the 41- year-old restaurant entre- preneur.

The city could have bought the murals for an asking price of $100,000 but nobody came up with the amount. Monroy finally got them, but only by buying the entire Fosters/West chain for more than $2 million.

"It was a triumph of com- merce over sentimentality," Henry Solomon, former Fos- ters president who arranged the sale, told the press con- ference. "Frankly, though, I'm sorry to see them go."

Others were more indig- nant than sorry over the St. Valentine's Day removal of the huge mosaics from the town the diminutive artist loved.

Art Commissioner Ray Taliaferro told The Chron- cle that Bufano wanted "his greatest work in mosaics" — an epic representation of peace and brotherhood — to be given to the United Na- tions or "at least to stay here, the birthplace of the U.N."

"This amounts to another Valentine's Day massacre," he said.

Local mosaicist Alfonso Pardinas, who worked with Bufano for many years, called the removal of the work from San Francisco "a cultural disgrace for a city which pretends to be a cen- ter of art but lets something like this happen under its snobbish nose."

Originally, according to the former Fosters presi- dent, Bufano received "be- tween $35,000 and $50,000" — plus a lifetime gold pass for Moars meals — for the mu- rals.

But all the protest and lore of the mosaics, which Bufano worked on in Rome, were drowned out yesterday by the clatter of hammers while the work was crated for removal.

Jesus Monroy and workmen inspected crated mosaics in ca

All was not lost, however, to San Francisco. A token of the landmark work re- mained behind here in the form of 28 tiles, individually imbedded in a personal frame, that were removed from the murals and handed out to reporters at the fa- rewell ceremony.

Caensorship on the Street

I am continually amazed that the City (Mr. Alioto et alioto) does nothing about passed-out winos on downtown streets, beggars in increasing numbers, filthy streets—yes, and I must say it: filthy publications in dozens of newsstands crowding already crowded street-corners. Okay, freedom of the press and the freedom to depress, defraud and debauch, acceptable by our community standards. But they certainly do nothing to raise them, and our view should be out to sea and sky, not down into the gutters of the mind.

—Herb Caen, Sunday Punch, Chron/Ex 12-2-73

Herb Caen needs a legman to check his facts and myths, especially those about newsracks that lead people straight "into the gutters of the mind."

Newsrack Proliferation Myth I: Newsracks are proliferating wildly throughout the city.

Facts: We surveyed the newsracks on Market St., along the city's busiest and most crowded stretch, and found only 8 of more than 80 corners with more than 10 racks (see chart). Many had only a handful. We found this pattern holds through most of the other busy sections by spot checks and by surveying Van Ness Ave. and Polk Street from Market to Broadway. There are more papers than ever before (is this bad?) and there are more racks, but the problem is limited to a relatively small number of busy locations.

Proliferation Myth 2: The sex papers are proliferating wildly.

Facts: Our survey showed that of a total of 289 racks on Market, only 42 were sex papers. By contrast, 68 were Ex and 61 were Chron racks, giving Ex/Chron a joint total of 129, a hefty 44.6% of the total.

More: let's not even get into the argument of whether the Chronicle qualifies as a sex paper under Caen's definition or get into its movie ads, Count Marco, "cupcake-in-the-sky" stories on stewardesses, or its Carol Doda/Yvonne D'Angiers material, or even some juicy Caen items. Who's to judge? Let's just say if Caen or anybody else is lathered and steamed over reclining nudes on front covers, then they ought to go after these papers directly on obscenity charges, just as some communities have done against the Hollywood Press in Southern California. We're not recommending this by any means, just making the critical distinction.

This burn-down-the-barn-to-get-at-the-gambolingnudes approach merely sweeps all the papers into city regulation, subject to police permit power, beneath the thumb of Alioto and the kind of rough stuff he used through the police to harass the hawkers of underground papers off the streets.

Proliferation Myth No. 3: Scads of newsracks with sex papers and new/small papers are crowding already crowded corners.

Facts: It is the huge number and position of Ex/Chron racks, in combination with their news huts which sell only Ex and Chrons, that really crowd the corners. There are 22 news huts, miserable looking, bulky, on public sidewalks, often accompanied by Ex/Chron racks, along Market. On 17 busy corners, the Ex and Chron double up their racks. At 4th and Market there are three Ex racks, two Chron racks plus an exclusive news hut. The Chron and Ex have three times as many racks as the next closest paper. The only other newspaper to double up was the Oakland Tribune at 7th and Market.

The point is that Herb Caen and the Chamber of Commerce and City Hall don't want to talk about the real reason for the "rack problem": the large number of Ex/Chron racks, the doubling up of Ex/Chron racks and the shabby news huts, which are such an abomination that they look as if they've been abandoned from a 1915 Chicago circulation war between rival mobsters. These exclusive huts take up the real space and force the rest of us to use racks on these strategic busy corners.

How did the Ex/Chron get permission to put news huts on the streets for their exclusive use? No one in City Hall can find a permit or authority of any kind for them.

Conclusion: Our survey shows that the proliferation problem is one of a relatively small number of corners (which can be dealt with without hysteria), that it is largely an Ex/Chron "rack problem" (which means the Chamber and City Hall better change their tune if they don't want to get into unfair and discriminatory practices), that there are other ways to regulate a few corners or to pacify sex papers.

And what about Caen's worry about the "freedom to depress, defraud and debauch?" Well, let's just remind Caen that he is still writing for the San Francisco Chronicle.

—George O'Nale/Bruce Brugmann

Update bulletin:

1. The Sup. Tamaras "nudes-on-the-front page" ordinance comes before the Board's Fire, Safety and Police Committee on Feb. 14. It isn't given much chance of getting anywhere because of its obvious constitutional problems.

2. The "Chamber of Commerce" ordinance, as ACLU Atty. John Hansen characterizes it, has been drafted by Deputy City Atty. John S. Kenny and sent to City Engineer Robert Levy. Levy says there will be public hearings on the ordinance, but hasn't set the date until he has made revisions.

3. The ACLU has voted to oppose both ordinances and, if necessary, to litigate against them. The "Chamber of Commerce" ordinance is based on Fresno and Los Angeles ordinances, but Hansen says the city's present version is "full of discretionary acts by officials that could drive smaller newspapers out of business." He noted the ordinance required insurance satisfactory to the controller and provided for attractive well-maintained racks, police enforcement, a permit system, a permit issued on various criteria, etc.

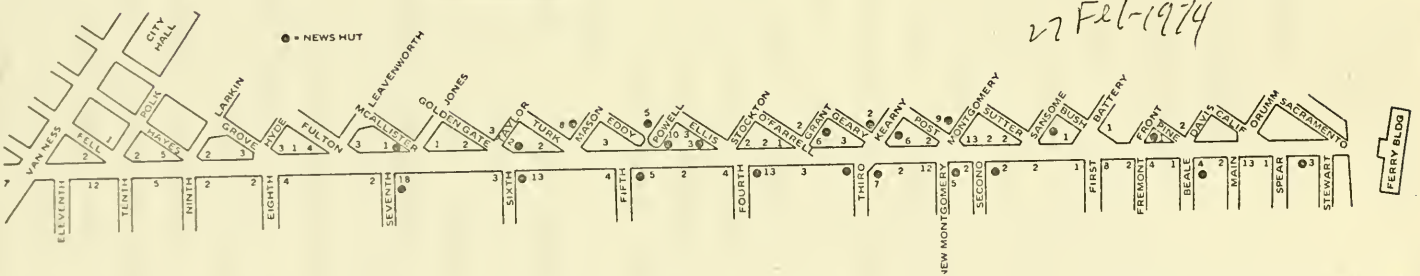
4. An ordinance banning newspaper vending racks from public sidewalks in El Cajon was declared unconstitutional on Jan. 25 in a "precedent-setting verdict," as Editor and Publisher, the trade publication, put it. The El Cajon City Council last summer had ordered the removal of all racks on the basis they were unsightly, a safety hazard and violated a general principle of selling commodities on the sidewalk.

Said San Diego Superior Court Judge Franklin Orfield, "Dissemination of ideas and opinions by newspapers cannot be construed as the same as selling commodities on the streets, which are natural and proper places for such dissemination. Freedom of speech is not so much for the benefit of the press alone, but for all of us. It is a basic truism that freedom to circulate publications is essential to dissemination of ideas and opinions."

Note: The Door, a semi-monthly alternative newspaper in San Diego, was the only newspaper to originally test the ordinance. Later, the Door was backed up by the 296-member California Newspaper Publishers Association, the Los Angeles Times, the Copley Press, Hearst and several other newspapers.

In San Francisco, the battle thus far has been led by John Bryan of the Phoenix and the Guardian. Last year, after a City Hall meeting on the issue in which Ex/Chron representatives were notably and noticeably silent, Tom Lea, then the Guardian marketing director, asked them directly if the Ex and Chron were going to put up a fight. "Aw, you guys can do it. You always like to fight," Lea was told.

27 Feb-1974



Here's the results of the Bay Guardian newsrack survey of Market Street from Van Ness to the Embarcadero Plaza, a pattern which holds for the rest of downtown. Survey taken early December.

1. Of a total 289 racks on Market, 68 are owned by the Ex and 60 by the Chron, a total of 129 or 44.6%. All others totalled 160. Racks show on the map by their numbers at street locations.

2. Twenty-two news huts, on public sidewalks along Market, are under exclusive agreement to sell the Chron/Ex, forcing other local papers to use racks. Black dots mark hut locations.

3. On 17 busy corners the Chron and Ex double up their racks. At Market/4th there are three Ex racks, two Chron plus an exclusive news hut. The only other newspaper to double up anywhere was the Oakland Tribune at 7th/Market.

4. The worst crowding was at 7th/Market with 18 racks, including Ex and Chron, lined up alongside another exclusive Chron/Ex news hut.

5. A breakdown of racks, by number, shows the Chron and Ex way out front—each with three times as many racks as the next closest newspaper: Examiner 68, Chronicle 61, Weekly People 21, Wall St. Journal 18, Hollywood Press 11, National Observer 9, Bay Guardian 8, Phoenix 8, Saturday Evening Swinger 8, Swing 8, LA Star 8, Barron's 7, Christian Science Monitor 7, Daily Commercial News 7, Love Lights 7, Unmarked/Empty 7, Challenge/Desafio 6, Oakland Tribune 5, Pacific Sun 5, Journal of Commerce 2, San Rafael I-J 2, People's World 1, Right On 1, Singles Press 1, Singles Register 1, SF Events & Guide 1, SF Progress 1.□

FROM: Charles L. Leong Associates February 14, 1974

FOR: YANK SING TEA HOUSE

TO: All News Media FOR IMMEDIATE RELEASE

YANK SING WRITES NEW CHAPTER
IN SAN FRANCISCO FOOD HISTORY

The roar of Chinese lions and the staccato of firecrackers today (February 14) signaled a historic first in gastronomy, with the opening of the only Chinese teahouse in the staid canyons of commerce in San Francisco.

Sparked by a mini-parade, George K. Y. Chan, founder of the original Yank Sing teahouse in Chinatown, with civic figures dedicated the new Yank Sing branch at 53 Stevenson Street, off Market Street between 1st and 2nd Streets. Yank Sing has been acclaimed by scores of food writers as America's most authentic teahouse serving what is a new taste for Americans - the "Deem Sum", or heart's delights of stuffed meats and other delectables in an almost infinite range.

To kick off this Heart's Delights house, George Chan, general manager and his associates, staged a St. Valentine's party on an international scale featuring the movie and TV famed Chung Ngai Lion Dancers who performed ancient rites; Sandra Wong, Miss Chinatown, U.S.A. beauty of 1973; Italian accordionist Lou Barella; Irish singer Jim Leary and civic and literary figures.

Daily Monday through Friday, from 11:00 a.m. to 4:00 p.m., Yank Sing serves 20 varieties of Deem Sum, plus chow mein, won ton, and special native Chinese teas. Associated with founder George K. Y. Chan are Dominic Ma, Christopher Chan, and Henry Chan.

And what is Yank Sing serving for this Valentine's party? Heart's Delights, of course. Plus California wines. Because George Chan says that, with a sense for history, after all the Chinese did plant the first vineyards here.

LETTERS: Yerba Buena Center Stirs Lively Debate

The following lively, if not vehement, response and rebuttal were prompted by the publication in the Fall, 1973, issue of the California Historical "Quarterly" of an article by Alvin Averbach entitled "San Francisco's South of Market District, 1850-1950; The Emergence of a Skid Row." While CHS welcomes reactions to articles in the "Quarterly" or the "Courier" and will publish those of unusual interest or quality, we also are prompted to emphasize the obvious: CHS does not necessarily agree with, endorse or support the views or the literary style of its respondents.

To the Editor:

Mr. Alvin Averbach specifically refers to the San Francisco Redevelopment Agency a half-dozen or so times in his political screed on San Francisco's South of Market Skid Row in the Fall 1973 issue of the California Historical *Quarterly*. In almost every instance, he errs foolishly. To wit:

1."That force, the San Francisco Redevelopment Agency, represents the corporate enterprises and urban renewal bureaucrats whose convergent interests are the inspiration for the scheduled (Yerba Buena Center) renewal project ..." Page 197.

No, not really. The Redevelopment Agency carries out the intent of the City Planning Commission and the will of the Board of Supervisors. Both overwhelmingly approved Yerba Buena Center. And the Board of Supervisors, of course, is as directly representative of and as directly accountable to the people as our democracy has been able to provide. (The majority of Redevelopment Agency work, by the way, has to do with building low and moderate income housing in Hunters Point, the Western Addition and Chinatown — hardly the stereotyped interests of "corporate enterprise.")

2. "Otherwise, the physical appearance of the area and the daily routines of its inhabitants remained relatively static through the 1950's and mid-1960's." Page 218.

No, not at all. Physically, the Skid Row area deteriorated quite rapidly during the period — as rapidly as aged Skid Row buildings deteriorate in any city. Ask any veteran newspaperman, particularly one from the old *News* or *Call-Bulletin* whose places of employment were smack in Skid Row.

3."South of Market was no longer (during the same period) the setting of massive, visible economic distress, as it had been in the Depression, but the center of the less visible poverty of minorities, the retired, the disabled, and the outcast." Page 218.

No, not so. The poverty was quite massive and quite visible (on the sidewalks, in the gutters, in the alleys, in the rat-ridden, flea-bag hotels) to anyone who ever walked the area during that time, as did many San Franciscans if not "historians" from Chicago.

4."It (Yerba Buena Center) was, in effect, a plan to evict a semi-stable population..." Page 218.

No, never. To quote a much more stable resource, the San Francisco *Examiner* (June 11, 1971): "For perspective in weighing the human rights involved, we point also to the fact that a very high percentage of those tenants in the Yerba Buena Center area are transients. An *Examiner* survey last autumn found that 80 per cent had lived there less than three years, 61 per cent less than two years, and a majority of the latter group less than a year. In other words, they entered the area long after it was formally designated in 1966 for redevelopment."

5."Not until many people had been driven out or evicted..." Page 218.

No, nuts. In more than six years, no resident has ever been evicted from Yerba Buena Center. Not one. Most of the highly transient tenants in the area were rehoused, as required by Federal law, in safe, decent and sanitary housing in low-rent nearby downtown areas at prices they could afford. The remainder simply skipped out on their own, leaving no forwarding address.

And so on and so on. What Mr. Averbach is doing is conveniently rewriting the history of South of Market to make it appear that a declining Skid Row had somehow blossomed into a charming community bereft of alcoholism — until, of course, the dreaded Redevelopment Agency rolled in with the bulldozers.

In sum, the important and flavorful history of South of Market's Skid Row is worth doing, but worth doing faithfully and well.

The readers of California Historical *Quarterly* deserve something more professional and objective than a Radical Chic hit job from Chicago.

John B. Dysktra
Assistant Executive Director
San Francisco Redevelopment Agency

William M. Mason
Acting Director
Planning and Programming
San Francisco Redevelopment Agency

To the Editor:

Whatever liberties they have taken in misreading even relevant portions of my article, let us be clear from the outset that Messrs. Dykstra and Mason have not taken issue with its substance, but only its conclusion: that it is the SFRA, working with large corporate enterprises, that is responsible for bringing to an end a large part of the single men's hotel society that has existed South of Market since early in the city's history ...

Messrs. Dykstra and Mason, in effect, contend that when their agency entered South of Market history, it was at the express will of the people, and only to put the inhabitants of Skid Row out of their alcoholic, moribund misery. They thus misrepresent the character both of their agency and of their (presumed) beneficiaries. As to the character of the SFRA and the interests it represents and serves, a detailed exposition will be found in a forthcoming book by Chester Hartman and others into which my historical sketch has been incorporated.

Suffice it to say that the agency's downtown renewal operations — Golden Gateway and Yerba Buena Center — represent the use of state power and funds to expand the central business district eastward and south across Market Street primarily for the benefit of large corporations and local business interests. The notion of the agency as merely a disinterested cog in that wonderful machine called democracy is a bit disingenuous. Sure, the Board of Supervisors passed their plan. In part because of the kind of people who get elected to and funded for such positions (until recently to the tune of $100,000 for a winning campaign — for a $9,600 job), in part because once a Superagency like the SFRA with its 400 employees and millions of dollars in planning money assembles a plan and political backing over a five-year period, there is little a part-time Supervisor, with a tiny staff to evaluate it, can do except meekly vote "aye." The truth of the matter, as one Supervisor told us, is that "This issue has very powerful support behind it, and by the time a plan like Yerba Buena gets to the Board, it is almost impossible to stop." In short, the agency "bulldozes" the Board of Supervisors first.

Does the Redevelopment Agency seriously maintain that residents (over 3,000 to date, with almost 1,000 more to follow) were not driven out of the area by the YBC project? In many cases the plethora of 30- and 90-day eviction notices issued by the agency effectively brought about the departure of tenants, and the agency was stopped from actual eviction procedures only by court action.

As to the community, at no point did I portray it as a Garden of Eden, but, unlike the respondents, I do consider the residents as people. One does not eliminate a Skid Row by bulldozing it away, nor should the rights of those who live there be bulldozed away. A recent article by sociologist Ronald Vander Kooi in *Society* underlines the important social-support functions of the Skid Row community and concludes that "thousands of men surely will die prematurely as a result of the careless dislocation urban renewal and downtown development have foisted upon them.

The agency's letter reflects their past policy of advancing the image of the area as a rampant and unstable Skid Row peopled by transients, in order to increase public support for the demolition and people-removal. In fact, however, a survey report commissioned by the agency in 1963 showed that only 15 per cent of the area's population suffered from alcoholism, while the vast majority were retired, stable workers. Furthermore, a careful sample survey undertaken in the summer of 1971 by the Housing Law Center of the University of California (Berkeley) showed that more than half the persons interviewed had lived in the same hotel for ten years or more. Long-term residence in the neighborhood was even greater.

The *Examiner* survey, from all we have been able to learn, was hasty and methodologically sloppy, and its sponsorship is hardly reliable. Located on the periphery of the YBC, the *Examiner* stands to gain enormous financial benefit from the project, and its editorials have been consistently supportive of YBC. The same *Examiner* editorial quoted by Messrs. Dykstra and Mason goes on to describe the elderly residents as inhabitants of a city "that is not really their home community, that they have built no stake in, that they make no attempt to adorn, and to which they are on the whole an unsought burden." I suspect that Messrs. Dykstra and Mason and their confreres at the agency share this sentiment. My article attempted to show the role these elderly retired men had played in building the city and the West, the ways in which South of Market was their community, and the irony of casting them aside as an "unsought burden" now that they are no longer useful ....

Alvin Averbach
Berkeley, Calif.

S.F. Streetlamps

San Francisco Chronicle ★★★ Tues., March 5, 19

And God said, Let there be light; and there was light.

— Genesis

By Harry Jupiter

There is no charge for daylight. At night, though, San Francisco's streets are illuminated by the Bureau of Lighting, Heat and Power, with electricity from the Pacific Gas and Electric Co.

There are 945 miles of streets in the city. At the last official tally on July 1 there were 36,812 street lights and most were operating.

Leroy Clark is chief of engineering in charge of the city's lighting, heat and power department, which is a unit of the San Francisco Public Utilities Commission.

Clark has 11 other persons in his department. They work from 8 a.m. to 4:30 p.m., interesting hours for a group in charge of the city's streetlights. The lights are off by the time they come to work and aren't supposed to be turned on until after the department has left for the day.

If the light outside your home is out, you're supposed to notify Clark's department. Their phone number is 558-4201.

Of course, most people notice lighting problems at night, when it's dark. But there is no answer at 558-4201 after 4:30 p.m.

Most people then call PG&E, at 981-3232, which checks to see who has jurisdiction over a particular light pole. Some lights are PG&E's, others are supposed to be handled by the city.

Clark said he and his top aide, Joe LeGraca, "work 15 to 18 hours a month, gratis," checking on streetlights at night.

He added, "PG&E patrols to some extent," but for the most part, somebody has to report an inoperative streetlight before anyone will go out to fix it.

San Francisco paid $187,-944 last year for electricity to light its streets.

City departments used a total of 480 million kilowatt hours of electricity in 1973.

The airport used the most, 200 million kilowatts, or 42 per cent. Next came the Municipal Railway, with 62 million kilowatts, or about 13 per cent. Street lighting was third, with 44.5 million kilowatt hours, or nine per cent of the city's municipal usage.

Clark said the average San Francisco streetlight burns 4100 hours and is changed twice a year.

It generally is a 175-watt bulb on a wooden pole and costs 9.5 cents a night.

Clark said he doesn't think it makes economic sense to have a regular patrol checking street lights because an average of 18 burn out each night — that, he said, amounts to only one in 2000.

Albert E. Tanner Jr., senior electrical engineer at the Department of Public Works, said four types of lamps are used on San Francisco streets.

The vast majority — perhaps 90 per cent — are mercury vapor lamps, which provide a bluish-white glow. There are also incandescent, fluorescent and high-pressure sodium lamps.

Of the almost 37,000 lights on San Francisco streets, about 2500 are turned on automatically by timers. Some — such as the lights along Portola drive -- are hand-controlled, that is, turned on and off by a switch at a PG&E substation.

But more than 80 per cent of the lights are controlled by light-sensitive photoelectric cells on the poles.

The photoelectric cells are in small discs atop the lights, set to read light levels in the northern sky. When the level gets down to about 1.5 feet of candlepower — the light one candle would produce at a distance of 18 inches — the photoelectric cell turns on the streetlight.

The turn-on usually happens about ten minutes after sunset.

In the morning, as the skies brighten, the streetlights are set to turn off when the light level goes above 1.5 feet of candlepower.

But there are a variety of things that can happen to disrupt the normal cycles on streetlights operated by these photoelectric cells.

For example, a bolt of lightning could begin the process that turns off the light. But within minutes, darkness would reactivate the lamp.

A spotlight with a powerful beam might also delude the cell into believing dawn had broken and so turn off the light.

The photoelectric cells cost only $4 each, so they might be excused for a lack of analytical powers and occasional lapses in judgement.

The lamps have a cunning warning device that alerts maintenance men to a need for inspection. If something goes wrong with a light or photoelectric cell, the streetlight goes on — even in bright daylight.

If a streetlight is on outside your house at noon on a sunny day, something, obviously, is awry. You should phone the city's lighting department at 558-4201, unless it's a weekend or a holiday, when the number to call would be PG&E's, 981-3232

There are inconsistent lighting times, sometimes along a single street, such as Market, where three different companies are involved in installing the streetlights along the city's Path of Gold.

Most of the streetlights along Market have been turning on shortly after 7 p.m. But in the two long blocks between Fifth and Seventh streets, the lights

Albert E. Tanner Jr. inspected the photoelectric cell that turns on streetlights

have been going on two hours earlier, while the sun still glows.

Conrad Abbett, vice president of Abbett Electric Corp., which has the lighting contract for those two blocks, said, "We've been having some problems with the time clocks.

"We have to keep resetting them and sometimes our men have forgotten about making the necessary adjustments after the power has been turned off because of the construction work going on along the street.

"At least once a week — usually on Fridays — we check the synchronization and try to make sure the time clocks are exactly as they should be."

That explains why some San Franciscans have noticed lights burning brightly on Market street well before sundown, then find the lights in their neighborhoods don't come on until after sundown.

Abbett pointed out that even when light poles have the photoelectric cells installed, there can be surprising variances in the times that lights are turned on along a single block.

"If one light is in the shadow of a large building," he said, "the darkness will register there before it does on a light down the block that isn't in shadow."

Some streetlamps on Market street turn on early

A Forlorn Stillness on Market Street

San Francisco Chronic
Tues., Mar. 12, 19

By Michael Grieg

The Municipal Railway and BART shutdowns combined with the rain yesterday to turn Market street into little more than a ghost - town setting most of the day.

Except for a scoie of stragglers scuffling to work, the busiest activity seemed to be a group of pigeons scouring the wet pavements for food.

Absenteeism was up and business was down in the dumps, most downtown merchants agreed.

Shortly after the doors opened at The Emporium, Macy's, I. Magnin and other big downtown stores, there appeared to be more sales clerks than customers.

As the day wore on, considerably fewer customers than usual appeared.

"Normally, we're pretty busy on a Monday morning," said Ruth Bruhm, a sales clerk at one of the large downtown department stores. "It's sad. Shoppers just don't have the transportation to get down here."

"Business the last few days is down to half what it was last year," said Val Yesihar, manager of the Manning's restaurant at Fifth and Market streets. "Now the bottom has fallen out.

"We had to pick up some of our help by car and bring them into work today. I wish we could pick up the customers as well," he added.

Things were possibly even worse at smaller businesses along Market street.

Sal Germano, in business for 40 years at Grant Market Florists, had two customers in a three-hour morning period. "If this thing keeps up, all our flowers are going to end up in the ashcan," he said.

"Where is everybody?" Beane Wright, a news dealer at Powell and Market streets, asked plaintively. "The way things are, I can hardly give away my papers."

"We've given one haircut in three hours, and there are four barbers here," said Alan Case of Ray's Barber Shop, 31 Fifth street. "No BART. No buses. No gas. It's a good time to get a haircut. Absolutely no waiting."

A salesman at Regal Shoe Shop, 750 Market street, said business yesterday was "just a minor disaster" compared to Saturday, when there was "practically no foot traffic on Market." But things might get "a lot better as soon as people wear out their shoes" walking to work, he joked.

Nona Yaron, on her foot-weary way to her Financial district job after taking the Greyhound bus from Pacifica to the Seventh street terminal, said she would soon be in the market for a new pair of shoes. "I'll have to hitch a ride back," she said.

"This place is getting to look like a ghost town compared to Santa Cruz," said Donna Callaway, a Santa Cruz beautician, as she paused at Market and Third streets, on her way to a hairdressers' convention here. "It looks positively bald."

Jerry Schnell, a New York Life insurance agent hurrying along ghostly Market street, said his mother - in - law "came in pretty handy" yesterday.

"She drove me and my father - in - law in from the Sunset district," he said. "I don't know how I'm going to get home, though. I've got a bicycle at work, but I don't much care for cycling back in the rain."

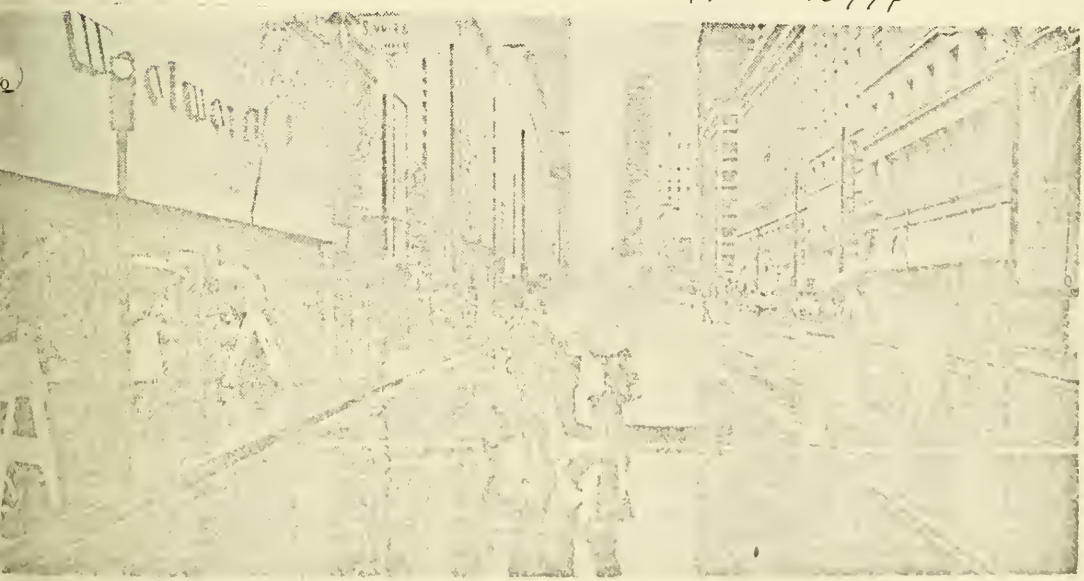
One of the few Market street establishments where business was somewhat better than usual was the Western Union office at 731 Market street.

"We're delivering quite a number of telegrams from people who say they can't get to work," a spokesman said.

NEWS DEALER BEANE WRIGHT
'Where is everybody?' he asked

Two pickets at the BART station at Powell stre

17 March 1974



Yesterday afternoon Market street near Powell — us usally teeming with vehicles — was empty of traffic

By Arthur Frisch

The Market Streak

The sport of streaking — which has always had certain social overtones — was utilized by some angry San Francisco hard-hats at noontime yesterday. Six carpenters, who said they wanted to call attention to a labor grievance at their Standard Oil Co. construction site at 557 Market street, headed down the block dressed only in their hats, utility belts and work boots. They loped down First street, — to the amusement of passersby — then doubled back along Stevenson street to their construction site and their clothes

~San Francisco at Your Feet~

Window Walking

God rest you merry, Innocents,
While innocence endures,
A sweeter Christmas than
we do ours
May you bequeath to yours.

Ogden Nash

By Margot Patterson Doss

TO FIND the old sweet festive Spirit of Christmas in a year when the lights are dimmer, the petrol is petering out and the great god Ecology makes frivolity of half one's gift list, consider a window-shopping walk in downtown San Francisco.

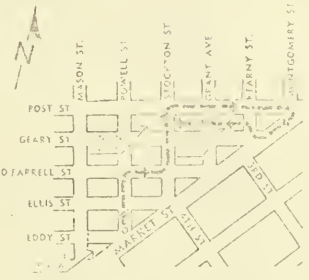
Live music fills the air; dancing enhances the streets; the coins of human kindness jingle into the Salvation Army buckets and the resurgent tribal memory that Christmas existed before Edison is reflected beautifully everywhere.

Best of all, since all old routes lead to the heart of the city, it is easily accessible by public transportation.

★ ★ ★

GET OFF the cable car, the streetcar, bus or BART at Powell and Market streets for a look at Hallidie Plaza. If it has been a while since you visited downtown San Francisco, the new look of brick paving, street trees, tiers of sheltered benches and airiness in this three-cornered sunken garden will come as a pleasant surprise. So will the adjacent Cable Car Mall as the first block of Powell street, now shut off to cars, has been designated. (BART users can also emerge in the Emporium or the world's largest Woolworths, great-granddaddy of them all, if they want to.)

For a Christmas treat the small fry dig, cross Market and



walk toward the Beaux Arts building, designed by Albert Pissis, which houses the Emporium. Walk past those handsome free-standing outside windows the quarter block to the last arcade entrance. Here strains of The Nutcracker hang sweetly over a series of mechanized scenes from the ballet, replete with gossamer clouds.

When you have watched every pirouette, go inside to find the glass-domed rotunda rising four stories through the building, with a tree-like chandelier in its center. Follow the chandelier upward to the roof to find a carnival whose piece de resistance this year is a cloud-filled grotto where Santa reigns and a Sugar Plum Fairy dances on a small ice rink.

★ ★ ★

RETRACE YOUR steps to Woolworths to see the counters filled with sweet meats, sugar plums and a fantasy of blown glass balls. Emerge at the upper end and follow the lighted street trees on Powell.

All that glitters in Lew Serbin's window here is not sold for costumes. Some makes its way onto packages or Christmas trees.

Go down O'Farrell to Stockton for a look at department store row. Graphics dominate Joe Magnin's windows for four stories. Macy's vignettes its displays behind white garden trellis. At Magnin's, I., the trellis is pseudo-bamboo, but each tree within is differently trimmed. Apex of this block is the City of Paris - Liberty House tree, traditionally tallest of all, in the rotunda. It can be viewed from three separate stories.

At the Union Square corner, the San Francisco Medicine Ball Band may more likely be playing "Somebody Stole My Gal" than "Jingle Bells."

★ ★ ★

CONTINUE NORTH on Stockton to look down Maiden Lane, which this year has become a wooded grove of evergreens, but save the walk for your return trip and overshoot to Post Street Promenade, where the tantalizing sizzle and smell of chestnuts, sold by the Jaycees to feed senior citizens at Christmas, hover in the air. Look down the street to see the total effect of the lampposts, repainted last year with elegant gold touches, now encircled with golden garlands for the season.

The wreaths and garlands at Gumps are wheatstraw and the windows seem to have Siamese hand puppets executed in salt dough (the technique from Sicily popularized by Ruth Asawa at the now-famous fountain in front of the Hyatt on Union Square). Colors are earth tones of tawny gold and brown.

A fair choice, this down-to-earth Christmas.

2 March 1974

New Life South of the Slot

By Margot Patterson Doss

"WHETHER YOU know your locations or not/The heart of the City is South o' the Slot"

This scrap of doggerel has the rhythm of the cable cars that once ran down Market street to give it "The Slot" nickname. Born to greatness, Market, our widest street, was created by surveyor Jasper O'Farrell two years before the Gold Rush.

At a time when Manhattan's Broadway was a scant 80 feet wide, the visionary O'Farrell had the wisdom to cut Market 40 feet wider through the sandhills. One dune stood where the Palace hotel is, another even taller, about 100 yards west.

From the waterfront to Third street were small hotels, bars, stores, lumberyards and stoneyards. Irate Market street merchants threatened to ride O'Farrell out of town on a rail. He fled to Sonoma county ahead of the mob, but Market street became its grand 120 feet wide.

Beyond Third street however, out in what was then considered the boondocks, the anger of the merchants resulted in those block-long interstices between streets on the south side, long a barrier to the southward evolution of "downtown." Yet it is finally happening, just where logic says it should, at the most easily approached places, the littler lanes south of the Slot. Ecker street is a fine example.

★ ★ ★

TO SPOT the changes, begin this walk on Market street at Battery. The tide once lapped this spot. Market street wharf extended into the water from here and was infamous as the place where the vigilante committee of 1851 lynched a Sydney duck," or ex-con, named Jamie Stuart.

Later as desultory fill left it farther to sunupwater, Lower Market became known as "McCoppin's Canal" for the mayor-contractor, Frank McCoppin, who also filled Mission Bay.

Its first heyday may well have been 1893 when four posh hotels, the Grand, the Palace, Baldwin's and St. Nicholas, stood on Market and le haut monde promenaded between them daily.

Paving the way for the contemporary resurgence of this area, the Market Street Beautification Project bond issue of 1968 provided $24.5 million to give the street an uplift concurrent with building the subway.

Private street level improvements were pioneered by the Crown Zellerbach building, still among the fairest, if not the tallest of the new skyrises.

★ ★ ★

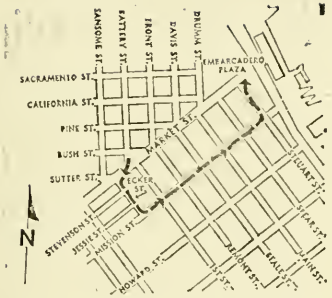
SIT A MOMENT on one of those sun-facing benches near the Mechanics Monument, recently realigned for no discernable reason. Look about. The changes come home instantly. More and taller street trees and greenery. Interesting paving underfoot. Sign control. Amenities worthy of the "Path of Gold" lampposts.

Try to imagine Charles Warren Stoddard in the 1850's standing about here to watch a covered Conestoga wagon come down the street from Twin Peaks at dusk after crossing the plains from St. Joe, Mo. It would have parked on a sandlot at Montgomery about where Crocker Bank is located.

Cross to 555 Market street to celebrate springtime with the tulips, azaleas and daffodils in Standard Oil of California's garden, maintained even though construction of a twin building is underway.

Next door at 525 Market, the Tishman-Cahill building has a big clock, a nice kiosk, and four trees. The first block of Ecker, now a mall, begins here.

Walk on Ecker street through to Stevenson street to discover an interesting pocket of smaller establishments typical of the pre-highrise era downtown. Lunchers flock into Ecker's restaurants, Yank Sing, and Vince's Beef-



house. Take a look at the big eagle on the California Farmer building and at the graffiti "Flying saucers will land in 1974" scrawled on a construction wall.

Continue on Ecker to Jesse to find fourth-floor covered bridges on both the left and right. Pass the Golden Gate University and Western Pacific Railroad officers to reach Mission street and bear left. En route street trees indicate neighborhood pride.

Bear left to find at First street the Transbay Terminal, which has a pleasant green garden. The military surplus tailor shop ("Discount for G.I.'s") across from it still sells those embroidered cufflinings, some mildly porny, to sailors. Across the Terminal traffic approach, the grand old brick building on Fremont is becoming "The Arches" shopping arcade. You are now walking on what was once water.

★ ★ ★

CONTINUE toward the Bay to reach Rincon Annex post office, where the Anton Refrigier murals depict the excitement of this area up through Preparedness Day, when this was the City Front, a bustle of maritime activity on Beale, Main, Spear and Steuart streets.

Look down Mission toward the freeway and you can see the handsome mansard roofed Audi-fredd building, a lone survivor of the romantic 19th century waterfront. Walk down for a closer look, if you like, or else bear left on Steuart to Market and thence toward the Embarcadero. Either way will bring you to Ferry Plaza.

Redevelopment agency contracts to create a footpath and park under the freeway ramps from the Vaillancourt fountain to the Golden Gateway are presently being let.

It is unlikely that men will ever swim in the bay here again, as they did in O'Farrell's day, but once again it is pleasant to sit in the sun here, as hundreds of craftsmen and street merchants have discovered.

Market Street--work in progress

Out of the ugliness that has enveloped our once magnificent thoroughfare will soon arise a new Market Street, an encompassing vista of sweeping impressiveness, of clean, hard lines and imaginative design. Although the outlines of the new avenue are clearly evident, there's still some way to go. The photo above typifies the new Market Street, an old plane tree framed by awe-inspiring turrets of concrete and steel. Other views show various phases of the reconstruction process.

—Examiner photos by Bob Bryant

But it isn't finished . . .

As we say, the job isn't finished yet . . . sig
of work, of clutter remain. But some day .
some day . . .

Tall, graceful lampposts and even taller, more graceful trees

Market Street 6 April 1974

The beauty of trees enhanced by dainty brickwork

Tired feet trod bricks

Market Street's newest skyscraper

14 April 1974

Office space for the 38-story 525 Market Street building is 100 percent leased—while the building is still in its final stages of completion.
This latest addition to Market Street spans the block bounded by Market, First, Stevenson and Ecker Streets, and features two levels of landscaped plazas. A direct connection to the Montgomery Street station of BART is planned for the near future. Two major tenants are the Government Employees Insurance Company, which is establishing a regional headquarters in San Francisco and also re-locating several of its Washington, D.C., home offices here, and the General Services Administration, moving from their old building at 49 Fourth Street. Wells Fargo has already occupied several floors of its space. The Wells Fargo lease was signed when the building was little more than a hole in the ground, and was a record West Coast transaction involving approximately $100,000,000. The new Market Street skyscraper was developed by subsidiaries of the nationwide Tishman Realty & Construction Co., Inc., and the San Francisco-based Cahll Construction Co., and Is being leased and managed by Tishman San Francisco Corporation. It was designed by John Carl Warnecke & Associates. Building completion Is scheduled for mid-summer.

That Gray Line Tour

By Steve Rubenstein

■ The Seattle woman in the floppy felt hat was nudging away, cutting off the Israeli couple with a slow hip swivel as the line inched forward, instant replay speed. Another woman in a flannel coat pretended not to see the line at all and tried an end run around the ticket taker. She was from Los Angeles. She was tapped on the shoulder by a Michigan man with an umbrella and words were exchanged. This morning, like every morning, the strategy is to get a seat up front. Elbows were cocked and ready! A well-positioned camera bag was worth three rows. Everyone knew if he didn't get a seat up front *right now*, there would be no moving up later, after the stop at the Japanese Tea Garden, because you had to keep the same seat.

"I don't want any bloodshed," pleaded driver Russ Downing. The bus shuddered to life and the doors hissed shut — the 10 a.m. Gray Line Deluxe City Tour (there is no regular City tour) was ready to move out. Russ, 51, wrinkled and wiry, stretched a fat rubberband around the microphone button so he could talk with both hands on the wheel. "Hi folks, you're a good group," he said. "Smoking is permitted, please limit it to the usual ingredients.

"Folks, we've changed the tour a little bit because of Market Street being torn up. We're building a new subway here. BART, we call it — Bankruptcy and Rotten Tunneling. They've been working on this since January 4, 1966 and they haven't filled the hole on Market Street yet."

Russ swung out across the Bay Bridge and pointed to Alcatraz out the left window, at which point most of the right side of the bus rose in unison and migrated across the aisle for a peek. "By the time they closed Alcatraz in 1963, it was costing the state $19 a day for each prisoner. They could have kept them at the Fairmont or the Mark Hopkins for less money. The city over to the left is Berkeley, better known as Berserkeley, and off to the right is Oakland. I'd rather be deported than have to drive to Oakland."

First stop is Treasure Island. What you do at Treasure Island is look at the San Francisco skyline, which, it turns out, is also what you do at Twin Peaks and Golden Gate Vista Point.

"That pointy building is the Transamerica Pyramid. It's specifically designed that way so the bankers can't commit suicide. They just slide down the side." The Seattle lady asked how they put the last piece on top of the pyramid. Did somebody sit up there and nail on the point? And if he did, how did he get down? Russ hadn't heard that one before. He didn't know. "That other building is the headquarters of the Bank of America — biggest bank in the world. In front of you is San Francisco Bay. It used to be 700 square miles, now it's 456. If they continue to fill it in, we'll be able to walk across."

Back in The City, Russ drove past BART's Market Street mess and outlined his BART sightseeing strategy. It's a little on the shady side, so Russ lowered his voice. "If you folks want to ride the subway, I'll tell you what you do. Get on at Montgomery Street and buy a 30-cent ticket. Then you can ride all the way to Daly City, a 35-cent ride, board a train coming back the other way, and get off at Powell Street. If you go back to Montgomery Street, it'll cost you another 30 cents. See, we found a way to beat this thing already." One woman in back was writing the whole business down on the back of her Gray Line brochure. "Where did you say to get off?" she asked.

Next stop, Mission Dolores — the tired old lady of San Francisco, wedged between the newer, grander basilica next door and a dark, grey alleyway. She's been restored. Pale white walls are blanched like a California almond with all the wrinkles smoothed over. But here and there a couple of holes remain where the plaster still crumbles like a cookie. "You'll notice the pews, the confessionals, the cross — these are all original, brought here from Mexico by oxcart. It doesn't take long to go through the mission. Turn to the right, go through the church, then come on back out through the cemetery. You'll have about 15 minutes. If you're a little late, I'll assume you went to confession."

The bus groaned all the way up Twin Peaks. At the top, Russ parked alongside the other buses and Mike's catering wagon. Mike hangs out on the hill, rain or shine, to feed Twinkies and hard-boiled eggs to the tour

ous business. Now it was raining. Only a rugged few poked out for a look and a cup of coffee. The rest stayed inside, where Russ was walking up and down the aisle selling postcard packets, "so you can see what it's like on a clear day. On this tour, we show you everything."

One place the tour avoids is the Haight. It's quite a trick, since the shortest route from Twin Peaks to Golden Gate Park, the next stop, crosses Haight Street four blocks from Ashbury. But Russ was a B-52 pilot during the war — he's trained to take evasive action. "The police have asked us to stay away from the Haight," Russ explained in an aside. "One day we drove down with a group of Japanese. They threw rocks and apples and eggs and everything else. Smashed all the windows, too.

"I don't think I'd drive down Fillmore Street either. I haven't been there in five years. It used to be the poet section of The City. They had some real fine night clubs, too. Now you've got these militants coming from other places creating a problem with those that don't *want* any problems. It's a shame."

Russ swung up and around Mt. Sutro and entered the park at Seventh Avenue, pointing out the baseball diamond where Joe DiMaggio was discovered. The stop at the Japanese Tea Garden was scheduled for ten minutes, but since it was raining hard, and nobody got out except to use the bathroom, Russ didn't hang around. He drove down JFK Drive toward the ocean, past the planetarium, aquarium, and arboretum. Russ has driven a busload of tourists through Golden Gate Park five days a week for the last eight years. "It's like a game of bridge," he said. "It's the same game every time, but a different hand. I never get tired of it.

"And I never get tired of this City, either. Even with all the high-rise buildings, the character hasn't changed. We're the financial center of the Pacific, too, we *need* all those buildings. This City just gets better and better all the time. I love San Francisco.

I love the climate. I love the fresh air. The trees, the flowers. Everything is just fantastic. You've got great restaurants here. And culture, too.

"If you really want to see the Bay Area, tell you what to do. Rent yourself a car. Do like all the natives do, get yourself some good cheese, some sourdough bread, a couple of bottles of wine. Dress up in some funky clothes and just go. Get lost. Drive up to Point Reyes or go wine tasting in Napa Valley. Take a walk on the beach. You'll have a great time." The lady in back wrote it down, and Russ drove past the fancy homes at Sea Cliff, swinging and twisting down the narrow streets like a stunt pilot. "Sea Cliff is where all your professionals live," said Russ. "Like doctors, lawyers, dentists, and plumbers."

minutes for lunch — too short a time to dine in the restaurant upstairs and too long just to grab a hot dog at the snack bar. So everyone headed for the curio shop. The man from Australia, Claude Smith, came out with a trick golf ball inscribed "Souvenir of San Francisco."

The Golden Gate Bridge is the highlight of the tour. Here, Russ gives the longest talk, answers the most questions, provides the most information. "Single span . . . six lanes of traffic . . . sidewalks on both sides . . . Vertical height of the bridge 220 feet, perhaps the attraction for the many suicides we've had. 507 known suicides. About three weeks ago a Stanford student jumped off of the north tower. Suffered a broken collar bone and a couple of fractured ribs. That was it. He was the seventh man to survive the jump." Someone was always asking about the survivors of the plunge, so Russ decided to include it in the spiel to save time. Some wise guy generally asks where Tony Bennett left his heart, too.

After driving over the Golden Gate and back, and providing the statistics — May 27, 1937; 9151 feet; 27,572 wires—Russ moved on toward Fisherman's Wharf, where things were really going to get complicated. If you had paid for the Bay cruise with your tour, you could get out at Fisherman's Wharf and take the cruise. Or you could go in one of the restaurants ("don't bother hunting for the cheapest — they're all the same"). Or, if you didn't want to get out at Fisherman's Wharf at all (about ten people didn't), Russ would drive you back to the hotel. Or you could go play on the cable car.

Parking in front of the Ripley Believe-It-or-Not museum, Russ described the attractions of the Wharf to his passengers before turning them loose. There was the Ripley Museum itself, a big hit with sailors on shore leave, the witchcraft exhibit, the earthquake ride, and a full complement of two wax museums. Russ pointed out the shrimp cocktail stands and the French bread stands, and later confided that the shrimps came in frozen from Alaska. Another driver confessed he once had seen one vendor prepare "oysters on the half shell" by spooning slivers of canned oysters on a plateful of sea shells. But Russ didn't tell anyone about it. He loves The City. "That's it folks, thanks for joining us," was all he said. Then he stood outside the bus door, bidding each passenger farewell as he waited for the next adventure. □

Do We Need a New Song?

By Merla Zellerbach

There's no controversy like an old controversy, and once again, a group of feisty San Franciscans is planning to take on City Hall.

Their beef?

On October 6, 1969, after seeing a film segment showing Tony Bennett crooning against a backdrop of cable cars, the Board of Supervisors unanimously dubbed "I Left My Heart In San Francisco" the City's official song.

At the time, there were minor cries and protests, but no one paid much attention and the matter rested.

Roused to new fervor by a recent TV showing of the old Jeanette MacDonald-Clark Gable film "San Francisco," however, trivia buff Bob Grimes and a small delegation of friends have begun to agitate via radio interviews and telephone polls.

"The Bennett number is saccharine, soporific, and focuses on people who are OUT of the city rather than its residents," states Grimes.

"If we're going to have a song, let the people have a say. I vote for 'San Francisco' (Open Your Golden Gate). You can play it as a rouser, a ballad, rinky-tinky, semi-symphonic, anything!"

Response to the Grimes proposal has run 24 to 1 preferring the original to the Bennett song, a few votes have trickled in for other numbers — and all who entered the dispute were highly emotional.

"I am deeply troubled by the controversy," wrote Mrs. Arnold de Muth of Hayward. "To me, the song, 'San Francisco' brings to mind the songster days of the Barbary Coast."

From Jess Victor of Noh Hill, "Who wants to be reminded of the '06 quake?"

Greg Gallipeau of Van Ness avenue does.

His plea: "We are NOT mawkish and insipid and maudlin. We are ALIVE, vibrant, raucous, bawdy, with a 'Who gives a damn about earthquakes' spirit.

"It's the spirit that built bridges, loves sourdough, has the greatest opera in the world and the finest gourmet food — and that's what the song 'San Francisco' is all about. Not nonsense sentimentality!"

Aside from conducting a customer poll at Patrick & Co. stationers on Market street, where he works, Grimes and friends are preparing to make a musical presentation to city officials, featuring Bennett's ballad and Jeanette MacDonald's original sound track recording from the film.

Grimes has also set up a poll box at the Gateway Cinema which will show "San Francisco" for the week before Earthquake Day, April 18.

City Attorney Tom Mecharis advises it would take only a supervisorial vote and a simple resolution to change our official song.

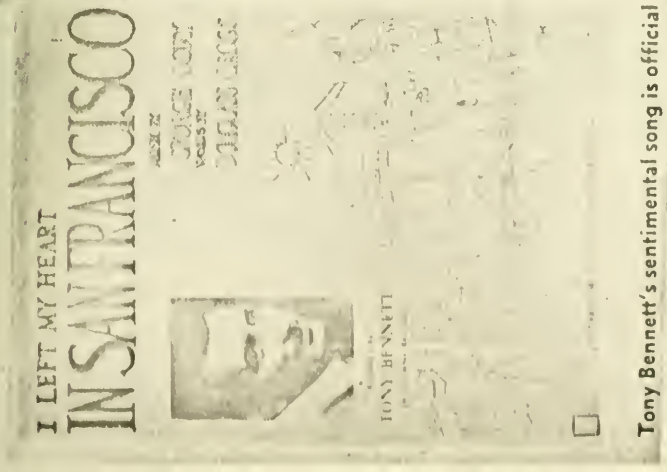
And Supervisor Dianne Feinstein, already contacted about this matter, promises to "initiate the legislation" if Grimes' polls prove that "It's what the people want."

Should Grimes and company continue their banner-waving battle?

Or should we all let sleeping songs lie?

My Fair City

Jeanette MacDonald's rouser is gaining fans



Tony Bennett's sentimental song is official

City's Golden Tribute To Poet

San Francisco Chronicle 5
★★ Wed., Mar. 27, 1974

By Michael Grieg

Dust always blowing about the town,
Except when sea-fog laid it down,
And I was one of the children told
Some of the blowing dust was gold.
—Robert Frost

He was the city's greatest poet. It was the poet's greatest city.

San Francisco was always a golden memory to Robert Frost long after he became a confirmed New Englander, and he would have been pleased by the hoopla made yesterday on the 100th anniversary of his birth here.

There were displays of his works in bookstores around town. A special ten-cent U.S. stamp was issued in his honor. Poetry lovers, including Supervisor Dianne Feinstein, read from his poems in an outdoor ceremony at Market and California streets, near what will become Robert Frost Plaza.

If he were alive, he would have been pleased to know that the probable site of his birth, at 14 Eddy street, next to the Powell-Market cable car turntable, is now occupied by a Bank of America branch. No plaque marks his birthplace but he might have considered the bank a rich enough tribute.

Frost, who left the city at the age of 11 and left an estate of $250,000 when he died in 1963, always appreciated the worth of words and the value of money.

As the Ferry Building chimes rang out yesterday at the noontime ceremony, with the sun adding a brief golden touch to the proceedings, his appreciation of words rang clear.

"O Lord, if You'll forgive me my little jokes on Thee, I'll forgive Thy one big joke on me," G. William Gahagan, a friend of Frost and president of the California Friends of Robert Frost, recited to a gathering of 250 passers-by.

Supervisor Feinstein read "The Gift Outright," the poem Frost himself had recited at the inauguration of President John F. Kennedy. "The land was ours before we were the land's . . ."

And there were the lines from his famous New England poems — a poem such as "Mending Wall," read by folksinger-musician-radio personality Scott Beach:

"Something there is that doesn't love a wall,
That sends the frozen ground-swell under it,
And spills the upper boulder in the sun . . ."

On hand for the tribute was Robin Hudnut of Tiburon, the poet's granddaughter. "He was a wonderful grandfather," she recalled. "He could listen to me better than anybody I ever knew. He was a great listener."

Now and again, she said, he would give her a dollar and say, "That's for books."

During his own childhood here, Frost remembered best the vineyards of Napa Valley, the little town of Nicasio surrounded by mountain peaks, the roar of the Pacific near the Cliff House and the panoramic city where he once worked as a newsboy, hawking the old San Francisco Post.

All that was left behind when his father, a newspaperman, died from tuberculosis at the age of 38. There had been a $20,000 insurance policy but his father had failed to pay the premiums. The family was left with only $8 in cash, after the funeral expenses were paid.

So Frost, his mother and his sister, Jeannie, were forced to leave the city he loved and journey by train, accompanying the body of his father, to his grandparents' home near Boston.

During the journey, a recent biographer wrote, the boy found a way to express his nostalgia for San Francisco. He held up a bright silver coin for his younger sister to admire, pointed at it profoundly, and called it "San Francisco!" Then he held up a dirty copper penny, pointed at it with disgust, and called it "Boston!"

Silver or golden, the life of the city remained one of Frost's fondest memories.

The memory echoed in the words read yesterday by actor Peter Donat:

"Such was life in the Golden Gate:
Gold dusted all we drank and ate,
And I was one of the children told,
'We all must eat our peck of gold.'"

G. William Gahagan and Frost's granddaughter, Robin Hudnut, with a plaque that will hang in Robert Frost Plaza

Powdering the gold dust on Robert Frost

By R. L. Revenaugh

Dust, always blowing about the town . . .

In the dust of lower Market Street where Robert Frost Plaza will be when The City, BART, and the utilities get through tearing up and putting things back together again, there will be a proud little ceremony Tuesday to honor the City's most illustrious sons, Robert Frost.

. . . except when sea fog laid it down . . .

There will be a galaxy of celebrities at California and Market Streets at the end of the California Street Cable car line to read some of Robert Frost's poetry. Among the personalities will be actors Scott Beach and Peter Donat and Supervisor Dianne Feinstein.

. . . and I was one of the children told,

some of the blowing dust was gold.

When the plaza to honor Robert Frost is built, it will be part of the $24.5 million beautification program for Market Street. In the meantime, Postmaster Lim P. Lee will present the first sheet of memorial stamps to be added to the Robert Frost collection at the S F. Public Library.

There is some dispute about where in San Francisco Robert Frost was born. Before he died he said it was up on Washington Street somewhere, but then the first address known for Frost was 1330 Sacramento Street. And just before Frost left San Francisco after his father died, they lived at 1404 Leavenworth.

But then . . .

. . . all the dust that the wind blew high,

appeared like gold in the sunset sky . . .

Several years ago the San Francisco Board of Supervisors set aside an area of the new Market Street for the Robert Frost Plaza. But then the long delays of BART fouled up the timetable and instead of dedicating the Plaza on Frost's 100th birthday anniversary, the celebreties and G. William Gahagan of Menlo Park , who donated much of his Frost collection to the library, will pay their homage.

. . but I was one of the children told,

some of the dust was really gold.

Frost's father, William Prescott Frost, once ran for Tax Collector of San Francisco and he was defeated by 150 votes.

He was so disappointed he got drunk and never fully recovered. He died when he was 35.

Frost lived to a frosty 88.

Such was life in the Golden Gate;

Gold dusted all we drank and ate.

And I was one of the children told

We must eat all our peck of gold.

Robert Frost, 1874-1963

AGENDA Robert Frost dedication--poetry reading

1. Scott Beach--Master of Ceremonies

   Opening comments--introduction for identification only of any VIPS. Reads poetry at an interval.

2. Lim P. Lee, Postmaster

   Presents first sheet of Robert Frost stamps to Tom Mellon.

3. Tom Mellon

   Accepts stamps and responds with comments on Market Street

4. Dianne Feinstein

   Reads poem, "The Gift Outright" recited by Frost at inauguration of John F. Kennedy

5. Peter Donat of A.C.T.

   Reads poetry

6. G. William Gahagan, president, California Friends of Robert Frost

Remembrance of a poet

A great American was honored here yesterday. He was Robert Frost, born in San Francisco on March 26, 1374. Above, actor Robert Donat and Supervisor Dianne Feinstein hold a giant copy of the memorial stamp issued by the U.S. Post Office in recognition of his unique contribution to American literature. The occasion was the dedication of Robert Frost Plaza at Market and California on the 100th anniversary of Frost's birth.

Topics

Robert Frost of San Francisco

To most Americans the late Robert Frost was as much a symbol of New England as the White Mountains, Concord Bridge or Henry Wadsworth Longfellow. Actually, the poet was born in San Francisco 90 years ago, and an informal organization known as the California Friends of Robert Frost is not letting anyone forget it.

To these dedicated Westerners, Frost is the city's greatest poet—not George Sterling, Joaquin Miller, Lawrence Ferlinghetti or some as yet unheralded representative of the Beats who might still be practicing in the shadow of Telegraph Hill.

Cable Car Country

The other day, the Friends unveiled a bronze plaque during an intimate civic ceremony. This will be placed at an "appropriate" place in the City by the Golden Gate, if not at the actual site of Frost's birth, which is still in doubt.

The Frost family lived at some seven addresses, including boarding houses and hotels, during the first decade of Robert's life. During subsequent visits to California, Frost said he regretted he did not know in which house he was born. Most official records of the era were destroyed in the earthquake and fire of 1906. After much sifting of data, consensus is that the actual site is a few doors west of the famous cable car turntable at Powell and Market Streets in the center of the city, although the California Historical Society is not yet convinced.

A Western Rakehell

The guiding light behind Frost's Western "Friends" and their endeavors to claim the poet as their own is a California writer and educator, G. William Gahagan. As a graduate student instructor at Dartmouth in the late 1940's, Gahagan got to know Frost well when he was "poet in residence" at Hanover. A collector of Frost who is finishing a book of reminiscences on him, Gahagan jokingly promised the old gentleman one time that he would track down the poet's birthplace and mark it with a plaque. This promise has now taken on substance.

William Prescott Frost was an editor of the old San Francisco Bulletin, then of the old San Francisco Post in the 1870's and 1880's. An intelligent, venturesome, reckless youth, William had run away from a New England farm; failed in an attempt to join the Confederate Army; returned to Harvard; married a pretty girl, Isabelle Moodie, herself a rebel from a Scotch Presbyterian background. They fled to the Western shore.

Always something of a rakehell, William was away from home a great deal. His wife, who enjoyed romantic poetry, read much of it to her young children. During an outing with some "bohemian" friends over at Sausalito across the bay, the elder Frost almost drowned. He took to his "medicine bottle" and never recovered. William died in 1885, at the age of 35. Mrs. Frost, her young son and younger daughter, Jeannie, accompanied the coffin on its long journey back to Lawrence, Mass., where Robert Frost began his life as a New Englander.

Gold Dust Poetry

The poet did not return to the West Coast until 1932, when he delivered a series of lectures at Occidental College in Southern California. He returned several times, once to receive an honorary degree from the University of California, Berkeley. His San Francisco period remained deep in Frost's memories. It frequently turned up in his poems. There is the poignant little boy's memory of the city's clouds of dust that rose into the sky at sunset. In the late 1870's, old-timers insisted much of it was gold dust from the Sierra mines. In "A Peck of Gold," Frost recalled this old miner's tale, and wrote:

"Such was life in the Golden Gate:
Gold dusted all we drank and ate,
And I was one of the children told
'We must all eat our peck of gold.'"

That stanza is quoted on the plaque, which was created by Francis M. Sedgwick, the Santa Barbara sculptor.

In his later years, Frost of course was burdened with honors, degrees, prizes and accolades, including the Congressional Medal of Honor given to him by President Kennedy. Frost best described himself as "one-half farmer, one-half teacher and one-half poet." Ignoring New England, the California Friends of Robert Frost would add that he was "one-half San Franciscan" as well.

EVENTS

A Poem at the Plaza For Robert Frost

By G. William Gahagan

(Tuesday is Robert Frost Day and the California Friends of Robert Frost will celebrate the centennial of the poet's birth. G. William Gahagan, president of the group, describes Frost's early days in San Francisco.)

A CENTURY AGO, on Thursday, March 26, San Francisco's population of 195,870 rose at least by one male with the birth of Robert Lee Frost to William Prescott and Isabelle Frost. For some strange reason, the event was not recorded in the pages of the Daily Bulletin, where Frost was an editor.

Perhaps Frost's father was still recovering from the celebration of his first child's coming into the world, for he regarded whiskey as "strong man's food," and it is also on record that he greeted the doctor at the Frost residence by waving a revolver at him and shouting that if anything happened to his wife the physician would not leave alive!

Where such a scene took place is puzzling, too, for official records show that the Frost family lived in a dozen residences throughout their 12 years in San Francisco. Frost himself said he was born up on Washington street somewhere, but actually the closest Frost address to this area during the 1874-75 period was 1539 Sacramento street. Their last address was 1404 Leavenworth street, where Frost's father died at the early age of 35 in May of 1885.

We do know that young Frost was baptized on July 10, 1881, in the Swedenborgian church on Taylor street, for the church's records survived the 1906 earthquake. (Frost once claimed he had been baptized three times!)

His mother was a devout Presbyterian who had turned to the Swedenborgian teachings in a spiritual effort to survive the tempestuous marriage with her brilliant but erratic husband.

★ ★ ★

WILLIAM Prescott Frost once ran for Tax Collector and was defeated by 150 votes. It was his undoing. He took to the bottle in earnest and the official record ironically lists his death as due to "consumption."

Frost's mother took him and his little sister Jeanie Florence back to Lawrence, Mass., on the old Overland train. Penniless, she was able to get a teaching job and the image of Robert Lee Frost as a New Englander began to take shape.

The poet later used to point out that his biographers were not taking his youth too seriously. He recalled the hundreds of impressions of the strange but exciting education that had been his in a city that was raw and violent.

There are a dozen poems or so relating to his youth and San Francisco. "A Peck of Gold," "At Woodsward's Gardens," "Once by the Pacific" and "Sand Dunes" come to mind.

POET ROBERT FROST

Since March 26, 1964, the California Friends of Robert Frost can point proudly to hundreds of talks and film showings.

We have produced a 36-minute film in color called "Once by the Pacific" which is devoted to telling the story of Frost's San Francisco childhood.

Thanks to Supervisor Ron Pelosi, we were able to get a proposal before the Board of Supervisors several years ago to have some area of the new Market street designated as a Robert Frost Plaza. The plan was passed unanimously and if it were not for the delays due to BART construction, we would be dedicating the Mini Plaza at First and Drumm and Market streets on Tuesday.

As an alternate plan, however, we will commemorate the centennial of the poet's birth on that day at the site of the Plaza at noon. A commemorative stamp of Frost is to be issued that day by the U.S. Post Office. There will be poetry readings by Supervisor Dianne Feinstein, actor Peter Donat, radio personality Scott Beach. Members of the Frost family will be honored.

S. F. Sunday Examiner & Chronicle

24 March, 1974.

SAN FRANCISCO PUBLIC LIBRARY — FOR SUNDAY RELEASE

David E. Delch: KL. 8-4010 — March 28, 1965

An important collection of the works of Robert Frost has been given to the San Francisco Public Library by the California Friends of Robert Frost, City Librarian William R. Holman announced Friday.

The collection which includes more than 60 volumes, 50 periodicals, recordings, and assorted Frost memorabilia will become part of the library's Rare Books and Special Collections Department.

G. William Gahagan, Executive Secretary of the California Friends of Robert Frost presented the collection to the library at a luncheon Friday commemorating the ninety-first anniversary of Frost's birth.

"I think it most appropriate that San Francisco Public Library house a Frost Collection," Holman declared. "Although Frost is commonly considered a New Englander, he was born in San Francisco and spent the first ten years of his life here."

Gahagan, a writer and educator, helped found the California Friends of Robert Frost who last year commissioned and presented to the city a bronze plaque commemorating Frost's birth here. Gahagan and Frost were colleagues on the Dartmouth College faculty in 1949-50, and a number of volumes in the collection presented to the library are inscribed from Frost to him.

Included in the collection is a copy of the poem "Dedication" that Frost intended to read at the inauguration of John F. Kennedy. A malfunctioning lecturn and gusty wind made reading impossible, so Frost recited from memory "The Gift Outright." This poem is also included in one of the volumes of the collection.

"This will be the first Frost Collection in a metropolitan public library," Gahagan pointed out. (Other collections are held by private collectors or university libraries.) "The materials presented to the library Friday are only the core of what we hope will eventually be a major Frost Collection. The California Friends of Robert Frost plan to make continuing additions to this collection, and we hope to persuade other Frost collectors to do the same."

INCLUDED IN THE COLLECTION

...Over 60 volumes of published poetry, including all the standard works published in the United States, plus a number of privately printed items. 12 of these are inscribed to Gahagan and 6 are in foreign languages.

...Copies of all Frost biographies and critiques published to date.

...Over 50 periodicals, including poetry, criticism, and interviews, either by or about Frost.

...Six LP records. On five of these Frost reads his own poetry and on the sixth his daughter Lesley reads selections from her father's works.

...A number of Christmas cards, letters and notes signed by Frost.

...The original cast of the plaque presented to the city of San Francisco by the California Friends of Robert Frost.

...Tape recordings of Frost speeches and of the television tribute to Frost on which John F. Kennedy appeared.

######

Some Bikers Attack S.F. Traffic Plan

By Larry Liebert

The bicyclists of Upper Market street charged yesterday they have been unseated by city officials opposed to their plans for bikeways along the thoroughfare.

A coalition of neighborhood groups charged in a letter to the Board of Supervisors that its proposal for bike lanes lining Upper Market has met with "callous disregard" from the city ageney officials who serve on the mayor's Transit Task Force.

"We want a neighborhood-oriented traffic plan and they only care about moving commuters through the city," said Jude Laspa of the Eureka Valley Promotion Association.

The neighborhood groups charged that the transit planners are determined that the future Upper Market will have six lanes of automobile traffic — instead of four lanes for cars and two for bicyclists pedaling through the city.

The Board of Supervisors voted a resolution of approval for bike lanes two years ago, the community groups said, but the task force under the mayor's office has ignored the directive.

"All we get is double talk from the task force," said Wesley Dawe of the Buena Vista Neighborhood Association. The bike fans demamded that the task force be expanded to include neighborhood representatives.

A complete rehuilding of Upper Market, between the central freeway and Diamond street, is expected to cost more than $7 million and no one has figured out where the money will be found.

The debate over the long-range future of the street was prompted by planning for the Castro and Church street subway stations currently under construction.

The Transit Task Force is in charge of the planning and Supervisor Quentin Kopp charged its members are mapping Upper Market's future with the same "big brother" insensitivity they showed in designing the granite - slab fountain rejected recently for the UN Plaza on Lower Market.

Kopp said he will launch an investigation of the task force's operations and its project manager, Jack Barron.

But Barron denied that the task force has mistreated the bicyclists of Upper Market.

"We worked with the community," he said. "We are not going to dismiss the bike plan . . . although there are problems with it."

The task force expects to send the supervisors a report next month that will summarize arguments both for and against paths on Upper Market, Barron said.

He said the task force is an administrative group coordinating the work of city agencies and that a final decision on bike lanes will be made by the supervisors.

The City's Sixth Street -- A Study in Then and Now

By Kevin Wallace

Have Sixth street's first two blocks inherited Third and Howard's mantle as San Francisco's chief downtown abysm? The first block, at least, is divided on the question.

Steve Anthony Mathios, presiding in the cavernous gloom of his Clover Club bar at 43 Sixth street, last week traced the block's changes since its golden age of innocense, up to World War II.

"It was a poor district, but a good district — a plain district," he recalled fondly.

"Sure, the hotels were cathouses, and the street included prostitutes and pimps, and needles and the rest—but they didn't bother anybody, nobody got shot at."

Those were the halcyon days when the Clover Club was the Clover Grill, which Mathios founded in 1930:

"I sometimes ran short on things and had to step out to the market for a little celery or something.

"And when I got back, there on the counter I'd find the customers' 50 cents, 60 cents, whatever they owed."

Mathios is a large man who sports the diminutive mustache worn by many of the block's older businessmen. He has a shock of white hair that seems to be caught in a powerful updraft, and an old disciplinarian's tempered acceptance of life as it is.

SIXTH STREETER STEVE ANTHONY MATHIOS
From his Clover Club, he's seen the changes

"It used to be, the block at 2 a.m. was bright as noon, but nobody wants to walk out after sunset now — it's a different world," he said, gazing out at its late morning aspect on the sidewalk.

It was actually a pretty sight, a costume parade featuring every ethnic and alternative life style known to nearby Market street, along with alternatives to the alternatives.

The latter category would include the noonday shopper, one of many locally resident pensioners, who walked into Edward Kazanjian's Midtown Loan Co., next door to the Clover Club, to buy a ring.

"I'm getting hitched," he said blandly, as though he was using an everyday phrase.

Kazanjian dealt with this carrier of the lost language with grave respect, as he treats all his customers. They are a mixed group, all oddly gentler looking than the big and excited clientele in the neighboring Liberty National Bank, whose Market street entrance is guarded by a California State Patrol special officer, in a uniform that would make any Banana Republic dictator feel good.

Inside Kazanjian's premises, the clientele looked benign and out of focus, poking through his wealth of firearms, sewing machines, trumpets and amplifiers — a phenomenon possibly connected with his having grown up in Fresno, a block away from San Francisco's ever-beloved William Saroyan.

"We bought our first car, a fine used Model-T, from Bill Saroyan's older brother, Henry," Kazanjian recalled, Saroyanesquely, "and my father drove it straight through the garage's back wall into our chicken coop."

Kazanjian's Midtown combines with the Ace, Liberal, Metropolitan, Mutual, Pacific, Ray's and San Francisco Loan Co., to make Sixth street's zero-hundred block between Market and Mission the hock-shop hub of Northern California.

(There is also Galaxy Sales, which resembles a pawn shop, but lacks the technical refinements that would require its operator, Stanley (Red) Warshauer, to buy a $6000 non-transferable pawnbroker's license. "I live day by day," is Warshauer's explanation.)

Among the block's post-earthquake buildings, the eight pawnshops come close to outnumbering saloons and bottom-rate hotels, and they do outnumber barber shops (three) and porno movies and groceries and gunshops (one each).

(And houses of ill repute too, since none survived the war.

Photos by Dave Randolph

A sea of varied signs dominates the view on Sixth street looking from Jessie north to Market

(For readers interested in pop material, neither is this a block where streetwalkers walk—they're across Market in the Tenderloin, in constant sight of their managers' parked Cadillacs — unless you include male hustlers.

(The latter are not to be confused with regulars at the fancy-dress balls, held in the block's second-floor headquarters of the Society for Individual Rights, who bop in from the respectable homosexual enclaves of Polk and Castro streets.

(All this is according to the block's more established merchants, who see the passing gay trade in the same kindly light as anyone else who doesn't look unruly.

(Winos and panhandlers are considered potentially unruly, but — for some unstated and probably good reason — they all moved south across Mission street about five years ago, very suddenly.)

The block's pawnshop plethora represents a reconvening of the industry following its dispersal from Third street near Howard, back when Skid Road was flattened to make way for the bogged-down Yerba Buena development.

The mass migration is a matter of some pride to its principal prophet and booster, Ben Iscoff of the Mutual, across the street from Kazanjian's Midtown.

He was preoccupied, testing a clangourous new shipment of home fire-alarms (straight sales being bigger than loans in today's hockshop scene), when a mighty odd looking youth wandered in despairingly, with an indescribable contraption for sale.

Iscoff asked his son-in-law, Mike Ofenham, to handle the matter. The youth explained the item for sale:

"It's like an expander, you know, for re-loading cartridges, I think, you know, —though I don't KNOW."

STANLEY WARSHAUER
'I live day by day'

As the youth and the expander departed, Ofenham expressed the guarded opinion that both had come over from the next block — Sixth street's 100-block, between Mission and Howard, regarded by those of the zero-hundred block with simple horror.

"I've never been there and I don't plan to go." Ofenham said.

BEN ISCOFF
A prophet and booster

The 100-block is, in fact, badly scarred up.

Its one pawn shop, Stevie's, doesn't look really opulent. One of its two porno movies is still advertising "Deep Throat," and its encounter parlor needs paint.

Its Pearl-Gate Tabernacle Baptist Church has a 'for Rent" sign, and is full of unexplained ice boxes.

Both phones at the block's Uranus Personal Services are disconnected, leaving the casual caller wondering what a Uranus Personal Service would be, and how much it would cost.

Nevertheless, the feasibility of walking down the block one way and coming back the other, all in one piece, was demonstrated by an investigative reporter shortly before a late lunch.

Far from being mugged, he was ignored, except by a dapper young man who asked for $900.

The inquirer added cheerfully, "Well then, if you won't give me $900, I KNOW you'll give me a dime," and he was right

Both men then proceeded, by separate routes, westward toward the reassuringly large landmark looming on the north side of Market street, the Golden Gate Theater — with its great marquees promising "Bloody Pit of Horror: — Vampire Beasts Crave Blood" — and nurserymen planting restful green trees, 20 feet tall, in all the fine new brick sidewalks.

Page 18—S.F. Examiner ☆☆ Thurs, April 11, 1974

Market St. high rise plan stirs City Hall

By Donald Canter
Urban Affairs Writer

Planned construction of an $18 million high-rise building on Market Street may trigger one of the bigger intra-bureaucratic slugfest in the City's history.

When revealing details of its proposed 17-story headquarters yesterday, the State Compensation Insurance Fund omitted to mention one vital detail that may block construction of the building adjacent to the San Franciscan Hotel.

That is the fact that the City Planning commission has already decided not to approve the building unless the insurance fund abides by all local planning provisions.

Claiming it's a state agency, officials of the fund have insisted they're exempt from those provisions.

For that reason, the fund has to date refused to seek special city permission for building a parking garage that would be larger than normally allowed for a structure of this size.

Also, as now designed, the building dimensions would exceed those allowed under San Francisco's Urban Design Plan.

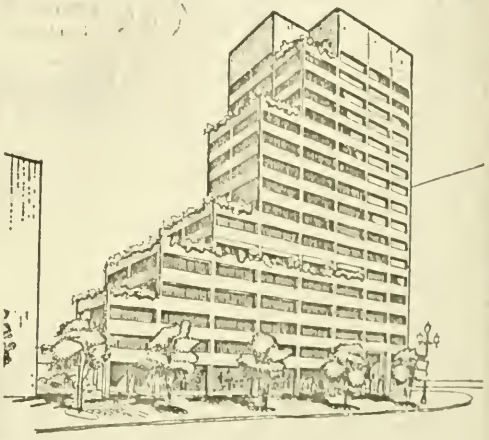
Insisting that though created by the state, the fund acts as an ordinary insurance carrier and thus can't be regarded as an official state agency, the planning commission says it won't approve any variances unless fund officials formally apply for them.

And Alfred Goldberg, City superintendent of building inspection, said he would not give the fund a building permit unless it had the blessing of the planning department.

Ironically, although the fund will not need a building permit if it can establish that it is a state agency, it has decided to apply for one.

Said Bernard Freedman, vice prdesident of the fund, "We've taken the position that we'll accede as much as we can to all local requirements."

SITE OF PROPOSED NEW HIGH RISE BUILDING
It would be on lot adjacent to San Franciscan Hotel



ARTIST'S SKETCH OF MARKET STREET BUILDING
A major bureaucratic slugfest is foreseen

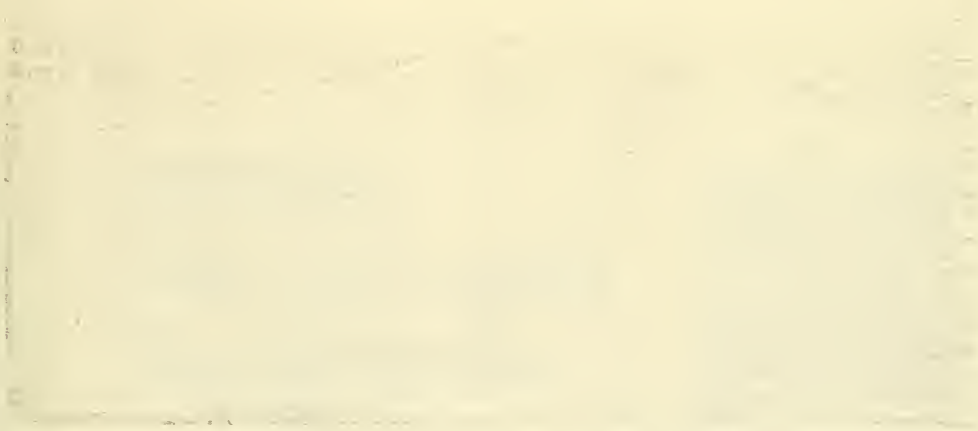
Although Freedman said there was no doubt in his mind that since his organization was controlled by the state Legislature it was a state agency, he has asked his attorney to determine whether it was exempt from city regulations.

He noted that the fund's present headquarters at 525 Golden Gate Avenue was built in 1959 without the benefit of any city building permit.

If the new structure, planned half a block from the Civic Center BART station, gets built, half of its 350,000 square feet of office space will be occupied by the fund and its 700 employes.

The balance of the space will be leased to private tenants through the Coldwell Banker Commercial Brokerage Company.

The proposed building, designed by John Carl Warnecke and Associates, would stand in a landscaped plaza. At upper floors, a stepped-back design unique in San Francisco would provide sky gardens with hanging foliage visible from street level.



The old power substation on Jessie street, viewed from Mission street and looking northwest

Power Station Dropped By Landmark Board

By Larry Liebert

The city's landmarks board decided yesterday not to oppose demolition of a deserted power station on a deadend alley south of Market street.

The Jessie street substation is marked for destruction to make way for the long-stalled Yerba Buena Center. Some fans of old architecture have demanded preservation of the empty building on Jessie, between Third and Fourth streets

But the Landmarks Preservation Advisory Board voted, 4 to 3 and amid much bickering, to to consider landmark status as a method to save the building.

It was a personal defeat for Mrs. G Blamd Platt the landmark board's president, who had vociferously supported preservation of the red brick building and its terra cotta ornaments

Redevelopment Agency officials have said a single archway of the building, bearing four squat terra cotta cherubs, will be saved as an entryway to a pedestrian mall.

They said the entire building, purchased from Pacific Gas and Electric Co. for $815,000, is an ugly relic right in the path of the convention center's main walkway.

Landmarks board member Elizabeth de Losada said, "It's a beautiful building": Other members disagreed, and board member W. Stanley Whitaker said the old power plant was not worth "throwing a wrench" in the city's redevelopment plans.

Planning Commissioner Julia Porter opposed landmark status for the power house but added the blunt observation that the Redevelopment Agency is "dependent upon expediency" and selects certain buildings the "beautiful" plans it later presents to the public.

The double power station was first built in the 1[illegible] and was rebuilt in 1907, under the guidance of landmarks architect Willis Polk.

"Willis Polk did a lot of [illegible] buildings," Art Commissioner and architect William B. Mavermick told the landmarks session. "This was not one of his best."

Commissioners voting to [illegible] the board's action from landmarks consideration were Whitaker and Albert H. Jacobs, Francis L. Whisler and Dr. Albert Shumate. Commissioners supporting Porter's motion to consider [illegible] Platt, Mrs. de Losada and the Rev. John B. McGloin.

No Challenges

New McDonald's For Market St.

8 May 1974

By Larry Liebert

A new McDonald's restaurant for Market street has glided through the city's permit bureaueraey — unchallenged by the hamburger chain's union foes, The Chronicle learned yesterday.

A building permit has been issued to convert a vacant restaurant at 609 Market street into a McDonald's fast-food franchise.

"It was a slip-up. We didn't notice in time to challenge the permit and now it's gone through by default," said Labor Council chief John F. Crowley when a reporter informed him of the permit approval.

The restaurant renovation permit, issued on April 15, was based on an application submitted by Warren Kruger, a contractor's agent, for remodeling estimated at $75,000. The location was listed, but the application did not specify that a McDonald's restaurant was involved.

No one challenged the permit within the ten days permitted to appeal new projects to the Board of Permit Appeals.

The lack of a union challenge was surprising because restaurant unions and neighborhood groups had opposed earlier permits for non-union McDonald's restaurants on Mission street at the corners of 16th and 24th streets.

The opponents debated the McDonald permits before the Board of Permit Appeals, both rulings were overturned in Superior Court reviews. The two Mission street restaurants remain stalled while the cases are being considered by the State Court of Appeal.

The new Market street McDonald's has apparently sidestepped all such delays and work on the new hamburger stand near Second street is expected to begin next week.

Although union officials insisted that the restaurant slipped through because of an oversight, McDonald's officials said they aren't certain it was an accident.

McDonald's attorney, Michael Ohleyer, speculated yesterday that the unions may have decided against a challenge because the downtown location shared none of the problems cited in the Mission district conflicts.

"It couldn't cause any special traffic problems on Market street or upset the neighbors. There aren't any of the usual things used to oppose the restaurants," he said.

Robert Devine, a community relations official for McDonald's, said he "would not put aside" the possibility that the unions backed away from a fight as a favor to former Supervisor William C. Blake, who owns the building at 609 Market street.

Blake refused all comment.

Asked whether the unions were trying to go easy on Blake, Crowley said, "No way. Blake has no immunity. We've already taken him on about this issue."

The former supervisor had complained of severe union pressures when he won approval by the BART board of directors last summer for a tunnel linking the subway's Montgomery street station with a McDonald's restaurant in his building.

The project had gone unmentioned and unnoticed since the tunnel's approval by BART in August and union officials said they assumed Blake had given up efforts to lease to McDonald's.

Although the restaurant plan is going ahead, McDonald's officials said they have dropped the tunnel proposal as too costly.

One McDonald's outlet is already operating at 1041 Market street, where the chain opened a branch before its troubles with restaurant unions began.

Future home of a McDonald's is this vacant lower Market Street building

McDonald's permit OK'd

A building permit has been issued to convert a vacant restaurant on lower Market Street into a McDonald's food franchise.

It won approval — apparently without the knowledge of labor unions — which have challenged past McDonald franchise applications because of its hiring of non-union employes.

The building, at 609 Market St., near Second, is owned by former Supervisor William Blake.

A renovation permit was issued April 15 on an application submitted by Warren Kruger, a contractor's agent, for a remodeling job estimated to cost $75,000.

No protests were filed in the 10 days allowed to challenge the application before the Board of Permit Appeals.

John Crowley of the Central Labor Council said it was a slip-up.

"We didn't notice in time to challenge the permit and now it's gone through by default," he said.

Restaurant unions and neighborhood organizations had opposed permits for McDonald's restaurants on Mission Street at 16th and 24th Streets.

Opening of hamburger stands at those locations currently stymied while t cases are under consider tion by the state appella courts.

McDonald's stands ope ate currently at 1041 Mark St. and 1201 Ocean Ave.

The Globe and Mail

TORONTO, WEDNESDAY, APRIL 17, 1974

A transit jungle with something for everyone

By THOMAS COLEMAN
Globe and Mail Reporter

SAN FRANCISCO —Mar- t Street, a generous five nes wide, is the main street this west coast city, the ar- ry into which traffic from l other streets flows.

Trolley coaches, street cars nd diesel buses flood the reet's available road space nd, although there is no law pecifically prohibiting pri- ate cars from using it, mo- rists know they can make etter time on other streets— way from the convoy of pub- c transit vehicles. Private ars really don't stand a hance.

Market Street could serve s a real eye-opener to To- onto Transit Commission of- icials, who have always been esitant to "mix" different e of transit services on e same street and worry bout the legalities of forbid- ding auto traffic to use lanes eserved for buses.

Two subways

San Francisco has deemed Market Street such an impor- ant artery that, in addition to he buses and street cars on he surface, the city is finish- ng work on two subway sys- ems under it.

One subway is for street ars and the other for the Bay Area Rapid Transit system. Each will operate on separate underground levels.

In Toronto, the TTC has al- ways kept street cars and uses on separate streets. ay Street has diesel buses, Queen Street has street cars nd Avenue Road has trolley oaches, and so on.

"We've found by separating he kinds of service, it causes ess confusion," said James vearus, TTC general manag- er of operations. "There's ess confusion by passengers bout where to wait—whether n the middle of the street for treet cars or at curbside for uses or trolleys. It can also ontuse motorists and create a safety hazard if they don't know where to expect the pas- engers to be standing."

TTC officials and Metro Roads Commissioner Samuel Cass have always been reluctant to restrict cars to fewer lanes at rush hours, to give public transit vehicles special priority use of road space.

(After lengthy study, the Toronto authorities recently decided to establish reserved bus lanes on six streets, but only on short sections, lightly travelled.)

In San Francisco, the sheer volume of transit vehicles (there are 10-cent-a-ride shopper shuttle buses and special 30-cents-a-ride express buses mixed in with the Market Street regular services) forces cars into a secondary role.

At rush hours, you can stand at the corner of Market and Kearny, in the heart of the shopping and financial districts, and watch the sea of public carriers roll towards you.

It's a tradition

In a way, it's a San Francisco tradition. Until the early 1940s, when the city had two competing street car systems (the MUNI or Municipal Railway and the Market Street Railway) both had separate tracks on Market Street. Four lanes of street car tracks abreast didn't do much to encourage motorists.

With only a few flat, wide streets in town, transit operators have to make the best use of what's available, said William Dorais, co-ordinator of the city's $400-million Market Street improvement program. The bulk of the improvements are intended to make public transit more attractive.

The city's peculiar geography, a hilly peninsula wedged between the Pacific Ocean and San Francisco Bay, has dictated a lot of its transit policy.

For one thing, the precipitous hills have made the nineteenth century cable cars the most practical means (in terms of noise and air pollution) of getting up and down Nob Hill. It is the last of the 29 U.S. cities that once operated cable cars which is still operating them.

The same hills saved the trolley coaches.

"When we received a new fleet of 200 diesel buses in 1969 that were to replace the trolley coaches, it only took a few days for the residents to be up in arms," Mr. Dorais said. "You don't know what noise really is until you hear a diesel engine trying to climb one of those hills. We wouldn't dare take the trolley coaches off now."

And, if it weren't for two peaks in the middle of the city, San Francisco's aging street car fleet would have been totally scrapped 20 years ago.

But the Twin Peaks Tunnel, a 2½-mile, dark, dingy street car tunnel that takes passengers from Market Street to the ocean side of town, under the Twin Peaks, was built in 1918 -built too narrow for diesel buses.

"The highway lobby is very powerful in this state. If there had been any way to run diesel buses through that tunnel they would have," Mr. Dorais said. "God knows, they tried hard enough. There must be several dozen reports on ways the tunnel could be changed to permit bus operation."

San Francisco once had many street car routes, like Toronto, but all but five of them were phased out during the late 1940s and early 1950s and replaced with diesel buses or trolley coaches. Only the five which operated through the Twin Peaks tunnel or nearby Sunset tunnel, were spared.

(In 1949, General Motors, Standard Oil of California and Firestone were convicted by a U.S. federal jury of criminally conspiring to wreck electric transportation in the state and replace it with gas or diesel buses.

(The three companies got together, a U.S. Senate anti-trust subcommittee was told last month, and formed the National City Lines, a holding company whose purpose was to destroy rapid transit and electric railways in no less than 16 states. In Los Angeles alone, 3,000 daily trains serving 80,000,000 passengers a year were destroyed, along with 1,109 miles of track, in a few short months, thus spawning the gas-chamber freeway system which has come to dominate the U.S. west coast.)

In San Francisco, electric commuter trains used to shuttle passengers from Oakland across the Bay Bridge to downtown San Francisco. But in 1958, the railway lines were removed from the lower deck of the two-tiered bridge to permit more room for car traffic and the trains were banished to the scrap heap.

In the nearby East Bay communities, all street car lines were replaced with diesel buses.

But with the energy crisis showing at gas stations in San Francisco are among the longest in the United States) and the new emphasis on pollution-free electric transit, the city's 100 remaining street cars are proud survivors.

New street cars

Next year, the first of 50 new Boeing Vertol street cars, the luxurious new twin-unit street cars that are the first built in North America since the Second World War, will begin to replace the time-worn fleet of Presidential Conference Cars (PCC) street cars of the same vintage as those still operating in Toronto.

In fact, 11 of the TTC's street cars can be easily spotted on Market Street at rush hours because they still bear the cream and red Toronto colors, in contrast to the cream and green colors of the MUNI. The Toronto cars, sold to San Francisco last year on condition Toronto will be able to buy them back when they're no longer needed on the coast, are also eight inches narrower than their San Francisco counterparts.

Now that the future of its 39 cable cars, 115 street cars and 334 trolley coaches seems secure, San Francisco is looking for ways to make their operation more compatible with a modern, growing city.

The top project, estimated at more than $300-million, is to construct a street car subway under the three-mile length of Market Street. This street car tunnel will merge with the two existing tunnels to provide a 5½-mile continuous street car subway, complete with nine underground stations.

Street cars will operate underground both to improve the reliability and speed of their service, and to help eliminate overhead wires on Market Street.

Tom Judge, consultant in charge of installing a $3.5-million signal system for the tunnel, says the five street car lines will merge in the same Market Street tunnel, where four-car street car trains will rumble along at speeds up to 55 miles per hour and with only 90 seconds between trains.

Queen proposal

This type of system has been suggested for Toronto's proposed Queen Street subway. Street cars to the Beaches or on Kingston Road could enter the tunnel about Greenwood Avenue, operate as part of the subway system through the downtown area, then return to surface operation as they travel further out from downtown.

So far, the TTC has shied away from this suggestion. A recent report by the Metro Toronto Transportation Plan Review, suggests that a high speed surface street car line along the Canadian National rail corridor to the Pickering area might be cheaper and quicker to build than the Queen subway, in any case.

In San Francisco, the street cars will branch out from the end of the tunnel on to suburban streets.

On suburban Judah Street, at the end of the Sunset tunnel, MUNI officials are taking advantage of a routine road resurfacing and improvement program to provide street cars with their own right-of-way on road surfaces.

All wires on Judah Street (street car feeder lines excepted) will be installed underground, new lamp posts and sidewalks will be provided, and the street car right-of-way in the middle of the street will be separated from other traffic by simply raising the tracks three inches above the road.

Similar types of exclusive rights-of-way have been suggested for St. Clair Avenue in Toronto.

The Judah Street improvements will at first involve only a 10-block-long area, but as the road resurfacing program moves along, the separate right-of-way will be extended.

But the major improvement will be on the Market Street tunnel. All five lines will pass through the tunnel to connect with Transbay terminal, a primitive form of transportation complex that foreshadows Toronto plans for the Metro Centre transportation terminal.

Originally, the Transbay terminal was the connecting station for the San Francisco street cars and the Electric Railway to Oakland. But with the elimination of the electric railway, the train tracks were replaced by bus bays.

Trolley coaches, street cars, city buses, Greyhound buses and transbay buses all flow through the terminal by the hundreds at rush hours. The air actually turns blue from exhaust fumes because the terminal, designed for the railway, was not provided with exhaust fans for a huge complex, strongly resembling Union Station.

Metro Centre developers plan to build a similar but more modern complex in Toronto on the Union Station site, where air, bus, GO Transit, inter-city train and subway passengers could all transfer from one system to another. Air passengers would go by bus to the airport but could be ticketed and have their baggage checked downtown.

When the Market Street two-level subway is finished next year (BART trains already operate on the one level) San Francisco commuters will have their choice between two of the most modern transit fleets in the world.

The new street cars, which to Torontonians will look more like subway cars than street cars, will carry the close-in commuters downtown at speeds that will reduce the average trip time by 40 per cent. BART will carry the commuters who live further out.

Competing lines

On the three-mile Market Street Subway, however, the two lines will be in direct competition—the street cars one level below the street and the BART trains two levels below. Tickets can be purchased on the mezzanine for both services, but the street cars have the advantage they permit transfers from other MUNI vehicles.

MUNI fares are a standard 25 cents exact cash fare, but BART charges by distance travelled, and that can be anywhere from 30 cents to $1.25 and does not include transfers.

(Starting this month, MUNI is offering commuters an experimental $11 monthly ticket for unlimited transit rides. Although it won't be much of a saving for the daily job commuter, the ticket is intended to get people to make more of their recreational trips by public transit.)

grandeur of Palace Hotel

By DICK BRILL

"They just don't build them like this anymore" said a diner in the Garden Court of the Sheraton-Palace Hotel.

How right he was.

One of the world's more magnificient dining rooms, its historical roots are intimately involved with one of the city's most colorful eras — pre-earthquake San Francisco.

A hundred years ago, in 1874, work was begun on the world-famous Palace Hotel. Two enterprising empire builders, William Chapman Ralston and William Sharon had the same dream.

Ralston was a one-time Mississippi riverboat carpenter who made lots of money and came West to San Francisco where he founded the Bank of California. Sharon was a U.S. Senator from Nevada. Together they pooled their efforts and resources to build a hotel whose like had never been seen in this part of the country.

Before the Palace could open its doors, however, tragedy struck. The Bank of California collapsed and fortwith Ralston took his life, presumably a suicide by drowning.

His associate, Sharon, convened the bank directors and together they came up with the necessary capital to revive the bank. On Oct. 2, 1875, Sharon enjoyed a double distinction. That same day he not only reopened the bank, he also opened the Palace at Market and New Montgomery Streets.

Westerners had never seen anything like it before. Seven stories high, it was nearly a quarter of a mile in circumference and had 800 rooms. The exterior was painted white. The main dining room, 150 feet long, was the biggest in the West.

Lavish, splendid rugs especially woven in France adorned the floors of the downstairs chamber. By actual count there were 9,000 cuspidors, 9,000 plates, 8,800 side dishes, 8,000 vegetable dishes and 4,000 cups and saucers. Its cost was $5 million.

The hotel itself was built in the form of a hollow square surrounding a great Sun Court filled with palms and flowers.

Undoubtedly the most unique feature of the entire structure was the carriage entrance to the hotel. This area was known as the Grand Court or Carriage Court, a great interior space with circular drive into which the carriages of arriving guests were driven. It was surrounded by tiers of balconies rising to the roof, a roof entirely made of glass supported by iron trusses.

It was an unforgettable experience for travelers to drive into the court over a graveled road and enter the hotel through its tropical gardens. The city's population was properly awestruck. Never had they seen such a fabulous sight. Humble townsmen used to hire carriages just for the delightful experience of making the grand entrance.

Into this great ceremonial space were received all the leading luminaries of the day with all attendant pomp and circumstances.

The Garden Court as it presently stands is a lineal descendant of the original open court. Called by many "the most beautiful dining room in the world" it still retains most of the charm and atmosphere of the gaslit era.

Now designated an official San Francisco landmark, the Garden Court is 110 feet long and 80 feet wide with a huge arching dome of iridescent glass reaching 48 feet above the floor. Sunlight filters through in an amber glow illuminating a richly appointed interior.

The court is flanked by a double row of massive Italian marble Ionic columns. Suspended from the roof is a veritable galaxy of chandeliers. There are ten huge ones valued at $50,000 apiece and many lesser ones resplendent with dazzling crystal. Everywhere one looks is reflected the nostalgia of a bygone era. There are walls with old-ivory toned woodwork, mirrored doors, gold leaf sconces, scroll work and sculpture.

Over the years quality and authenticty have always characterized the Garden Court.

The hotel originally opened on a relatively quiet note. It wasn't until 12 days later that the formal opening took place and carriages rolled into its entrance.

The occasion was a tremendous banquet in honor of Lt. Gen. Phillip Sheridan recently returned from heroic exploits in the Franco-Prussian war. "Fighting Phil" he was called and he was indeed royally feted that night.

Four years later, September, 1879, Ulysses S. Grant was put ashore in San Francisco by the vessel City of Tokio. As he entered the court 500 voices led by Madam Fabbri were raised in a song of welcome. Music resounded from deck upon deck of open balconies where singers had been placed. Later there was a farewell banquet for the president that surpassed everything to date.

Don Pedro II, Emperor of Brazil, the first reigning monarch to visit this country arrived in April, 1876. He reputedly told the Mayor of San Francisco that "nothing makes me ashamed of Brazil so much as the Palace Hotel."

General ("War is hell") Sherman described it as a superior lootery to the grand hotels of Paris and Vienna.

King David Kalakaua of Hawaii the last of its kings, died there.

Among the other greats who stopped there before the turn of the century were Oscar Wilde, Sarah Bernhardt, Anna Held, Paderewski, Lilly Langtry and Lillian Russell. The great operatic tenor Enrico Caruso was there on April 18, 1906, when the earthquake shook the town.

Amazingly, the Palace was only 8 per cent damaged by the quake, a tribute to Ralston and Sharon's foresight. In the ensuing fire, hundreds of thousands of gallons of water were used from rooftop and basement reservoirs to fight the flames. When the pumps ran dry the Palace burnt but even then it was only gutted.

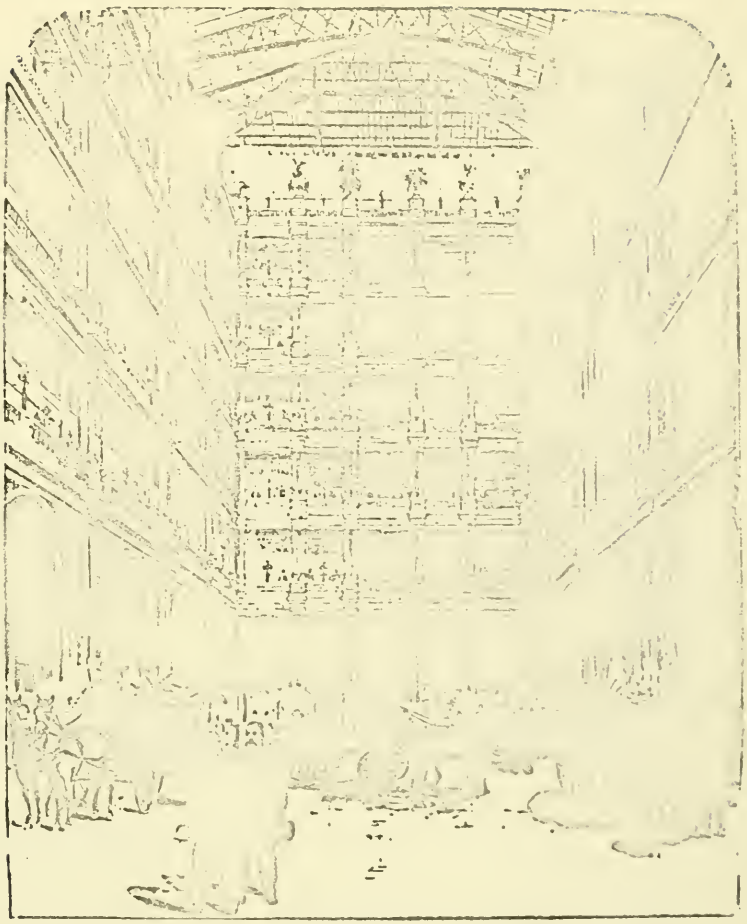
The post-fire hotel was rebuilt with a great interior open space again. This time it rose to the level of the third story. Now, however, instead of serving as a lobby or reception space to admit vehicles it became the city's banquet hall and was christened the Palm Court.

Seating nearly a thousand persons, it was used for large gatherings including theatrical, concert and ballroom events. For years the symphony concerts were given here.

Famous personalities and dates punctuate the long and colorful history of the Garden Court. Here in 1919, Woodrow Wilson made his memorable League of Nations speech. Twenty years later the first United Nations banquet took place. In 1965 the 20th anniversary of the UN was celebrated there.

Where the occasion demands, the Palace gold service, one of the oldest and most complete in the world, adds a touch of grandeur.

These days only lunch is served in the Garden Court of the Sheraton - Palace. Many reserve the same table every day by tradition. Some San Francisco families have even willed their special table to the next generation.



GRAND COURT OF THE PALACE HOTEL, 1878

This immense court, with its circular carriage sweep, broad promenade, banana trees and palms lending a tropical note, impressed itself in the memory of countless visitors. Monday evening became the fashionable time to gather for family reunions. Then all the gas chandeliers were ablaze, and the music of the orchestra pervading the elegant surroundings crystalized the brilliancy of the festivities.

Informer worked with Zebra suspects at self-help center

By Gale Cook

Authorities believe the Zebra killers operated out of the Black Self-Help Center at 1645 Market St., where most of the suspects and a police secret informer were employed.

The center is primarily a moving and storage business.

One key element in the case, it was learned, is a white Dodge van that police seized at the center early yesterday during the arrest of the seven suspects.

A white Dodge van is known to have been used in one of the early Zebra cases — the decapitation murder of Mrs. Quita Hague and the slashing of her husband Richard on October 20, 1973.

The police informer, who told Mayor Alioto of the fanatical Death Angels terror organization, went to work at the center last year soon after his release from prison.

Chief of Inspectors Charles Barca said today that three suspects were arrested in or just outside the center yesterday morning.

The center was entered and searched on a court warrant, Barca said.

He also confirmed the seizing of the white Dodge van, which is now undergoing lab examination and being viewed by key witnesses.

These were the top developments today as police investigators moved to consolidate their case and take it before the grand jury, possibly by Monday.

More than 10 persons — witnesses to Zebra assaults, for the most part — attended a show-up last night to view the seven black suspects in the police auditorium at the Hall of Justice.

Another show-up was to be held today. These are secret, and no photographs of the suspects have been permitted.

New, formal charges of murder, kidnap, conspiracy and robbery were to be filed today, replacing the holding and suspicion charges on which the men had been booked earlier.

This would permit the suspects to be arraigned tomorrow.

Authorities are anxious to bring the case before the grand jury instead of to a preliminary hearing, so the informer can testify in secret.

The informer, a black man in his late 20s, has said he was given a good-paying job at the Black Self-Help Center after getting out of prison.

Alioto has said the informer, who contacted Em through a Piedmont lawyer last week-end, was a witness to some Zebra killings and was motivated in part by the $30,000 reward offered.

The man, who is under police protection, also is seeking immunity for what he describes as unwilling participation as a witness to some Zebra crimes.

Other sources said the informer and some of the suspects, with whom he worked, had a falling out.

A Dodge van, similar to the one found at the center, figures in another Zebra-like incident on the night that Quita Hague was slain.

About an hour earlier three black men in a white Dodge van with a sliding

MARKET STREET SELF-HELP CENTER INVOLVED IN ZEBRA CASE
Slaying suspects, informer were employed at the moving and storage operation
—Examiner Photo

door tried to force three white youths into the vehicle in the Ingleside District. The youths broke away and scattered.

The van next was seen near the Hague residence at 399 Chenery St. Mrs. Hague and her husband were forced into the van. Hague was clubbed unconscious and Mrs. Hague was locked in the trunk. Hague and his wife's body were dumped out near 25th and Minnesota Streets.

All seven suspects are being held at the Hall of Justice, each in a separate cell. They are allowed no visitors except on approval of Lt. Charles Ellis, chief of the homicide detail.

Mayor Alioto has said the Death Angels won promotion within the organization by presenting proof of their killings to the head of the organization, headquartered in a Midwest city. Sources said this city is Chicago.

Alioto also issued a list of 73 Zebra-type "murderous assaults" throughout California that contained the names of 25 supposed victims from San Francisco.

It recorded 17 murders, seven persons wounded and one robbed, and extended the calendar of crime back to last Aug. 4.

The mayor indicated the seven suspects, together with a man held in a jail outside of San Francisco, constituted the core of the local Zebra organization.

They were identified by Police Chief Donald Scott as J. C. Simon, 29; Larry C. Green, 22; Manuel Moore, 29; Tom Manney, 31; Dwight Stallings, 28; Edgar Douglas Burton, 22, and Clarence Jamerson, 27.

Manney was a star halfback for San Francisco State College in the early 1960s and had an apparently unproductive tryout as a professional player.

Manney and Burton were arrested inside the self-help center. Jamerson was arrested outside.

Simon and Green were arrested at 644 Grove St., Moore at 399 Fillmore St., Stallings at 630 Central Ave.

The mayor also referred to an eighth suspect, saying only he is in custody outside of San Francisco.

This man is Jessie Lee Cooks, 28, a Muslim now in Folsom Prison. He pleaded guilty to first degree murder in the assassination of Francis R. Rose, 28, a UC Hospital physical therapist.

She was shot to death Oct. 30, 1973, while sitting in her car at the entrance to a parking lot at UC Extension, Laguna and Waller Streets. Cooks was captured moments later.

The seven men arrested yesterday are represented by attorney Clinton White of Oakland, who was retained by John Muhammad, minister of Temple 26 of the Nation of Islam.

White, saying all were members of Temple 26 and at least six were engaged in "black self-help projects," declared that none had a part in the killings.

"I can say this — none of these men are involved as Zebra killers," White said. "I have talked to all of them."

He described them as hard-working members of the temple.

Muhammad said some of the suspects may be Black Muslims, but he said that members of the religious faith do not take part in "random shootings."

"We don't even carry a pen knife," he said.

If any of those arrested are members of the faith, Muhammad declared, "We will defend them; we will support them."

"If we find that they are guilty, we will not support them or back them," he added, noting that the Muslim community was as alarmed as the white over the random Zebra shootings.

Mayor Alioto, in an hour-long press conference yesterday, emphasized that the Death Angel organization should not be regarded as a religious sect.

Further, he said, the members represented as great a threat to dissident blacks as they did to whites. All victims of the Zebra murders have been white, and the killers were consistently described as black.

The mayor, who described the Death Angels as "a kind of reverse Ku Klux Klan," said a concerted drive by local, state and national law enforcement agencies is "desperately needed to shatter this organization."

"Otherwise," he warned, "the arrest of present perpetrators will result in their replacement by other Death Angels."

Attorney General Evelle Younger, however, said his department has found no "evidence of a clear conspiracy" in the Zebra case.

But he said state officials have been coordinating a multi-county probe of unprovoked murders since last November.

Editor's Mail Box

Too close to the curb

To the Editor:

Well, I guess it's back to the drafting boards for the people who designed the new look for Market Street.

Already, the two most expensive "walk and wait" indicators at Market and Fifth Streets have been put out of commission because they were too close to the curb and buses or trucks have knocked them out.

And at Sixth and Market Streets the same thing has happened — only more so with the standards knocked bay wire.

Surely, before more of these expensive installations are put in, someone will consider the facts of life as they exist in Market Street traffic.

The point is also that these installations are just not the usual walk and go signals but pretty handsome pieces of hardware — or so they were. But not now.

And if there are any more things going in close to the curb it is to be hoped that some of the planners will come out of their ivory towers and take a look.

Now we can all look to the bricklayers who will have to remove the bricks, the electric installers who will have to remove the lights, and a few other assorted people who pour concrete, use jackhammers and what

Oh, yes, with reconstruction work going on at Golden Gate Avenue and Market Street just when is someone going to move that traffic signal from the middle of the intersection or will they wait until someone gets killed?

MARY SUTLIFFE
San Francisco

[illegible] — San Francisco's new Market Street has been selected as the site for a major office [illegible] by the State Compensation Insurance Fund. The fund announced it will construct a 17-story, $18 million headquarters on the [illegible] rear of Ninth and Market Streets, opposite Fox Plaza, the Western Merchandise Mart, and Civic Auditorium. The [illegible] building, designed by John Carl Warnecke & Associates, will contain some 350,000 sq. ft. of space. 30 percent of which the fund will occupy upon completion. The additional space will be marketed by Coldwell Banker Commercial Brokerage Company. When completed late in 1976, the project is expected to provide employment for 1500 Bay Area residents, of whom 700 will be State employees.

Market St. park to cost $7[illegible] City peanuts

The City is to get a new two-block $[illegible] million park for an investment of only $55,000.

The 4.7 acre facility will be an extension of the M. Justin Herman park at the foot of Market Street, named after the late executive director of the City Redevelopment Agency.

Bounded by Clay, Washington and Davis streets and the Embarcadero, the new park will be a vast expanse of grass crossed by walkways. It will include the area between the Washington and Clay Street ramps of the Embarcadero Freeway.

The land, partly acquired by the redevelopment agency with federal funds and partly owned by the state, could have been sold for about $10 million to a developer, according to state estimates.

The City will have to pay only $55,000 and the estimated $[illegible],000 cost of turning the land into park.

The balance will be shared by the owners of the nearby Golden Gate Center, the Wells Fargo-Embarcadero Center and the federal government.

Under an agreement with the City, the agency yesterday said it will coordinate the park work

COMMUNITY COALITION FOR THE ARTS
953 De Haro Street San Francisco, California 94107 Phone 285-5768

MARKET STREET COULD BECOME ONE OF THE MOST FAMOUS BOULEVARDS IN THE WORLD...

May 17, 1974

FOR IMMEDIATE RELEASE

San Francisco's Performing Arts Centers: The Big Three

(The Community Coalition for the Arts is committed to multi-purpose cultural facilities in the neighborhoods of San Francisco. We believe that the distinctive communities of this City possess a richness in the arts which is an integral asset and service to those communities and that the artistic embodiment of cultural pride and creative achievement must be close to the people.

To this end the CCA has led the efforts of neighborhood cultural groups and artists to improve community facilities and the standards of living of artists. The CCA believes that the proposed new Performing Arts Center eventually will cost San Francisco many millions of dollars and that those funds could be saved and better directed by utilization of the Orpheum, Golden Gate, and Warfield theatres.)

The Theatres of Market Street: Going, Going, Gone

One of the more shocking examples of wanton destruction in recent years was the dismemberment of the Fox Theatre on Market Street. This highly questionable project, paralleled by the equal ferocity with which the Alcazar and the El Capitan were torn down, was carried out by powerful business interests with myopic acquiescence by city officials.

Almost simultaneously, other interest groups were asking San Franciscans to foot the bill for a new Symphony Hall in Civic Center, claiming that there "were not enough" performing facilities in the City. The voters, smelling a rat, overwhelmingly defeated the $29 million bond issue at the polls in 1965.

Eight years later, in 1973, the people behind construction of a new Symphony Hall (which was now called the "Performing Arts Center") convinced city officials and elected representatives that such a thing could be built in Civic Center with Federal revenue sharing funds and some private contributions--a process which would bypass those troublesome voters. Again, the argument was aired that San Francisco was losing significant cultural events and programs because the City did not have a suitable facility. Of course the cost has now risen to an estimated $80 million and the proposed site has been moved from behind the Opera House to Marshall Square.

There are three perfectly good all-purpose theatres in Civic Center and the immediate vicinity--the Big Three: the Orpheum, the Golden Gate, and the Warfield. The Orpheum was designed by B. Marcus Priteca and the latter two by the renowned theatre architect G. Albert Landsburgh who, with Arthur Brown, also designed the acclaimed War Memorial Opera House. All three theatres, in addition to their acoustic and structural elegance, are a vital part of the unique history which is San Francisco.

These three theatrescould easily become valuable performing arts facilities: for symphony, ballet, concerts, stage shows, dramatic productions, and musicals--at a fraction of the projected cost of a new "Performing Arts Center."

The Orpheum

Without a doubt the most logical choice for a performing arts center in Civic Center, the Orpheum was designed and built as a complementary part of Civic Center. The theatre opened on February 20, 1926 with an elaborate ceremony headed by Mayor "Sunny Jim" Rolph. Its interior was designed by Anthony Heinsbergen (still living) who, during a sixty-year career, designed the interiors of 740 theatres throughout the United States. His work was recently featured in an exhibit at the Oakland Museum.

The Orpheum was built by Alexander Pantages whose vaudville circuit brought many world famous acts to the City, among them Sophie Tucker and George Burns. They were part of a long line of performers who played San Francisco in an Orpheum theatre (the first Orpheum opened in 1887).

The Orpheum is one of the most acoustically perfect houses in the City, a condition often overlooked by the backers of new halls. Its fifty by thirty-three foot stage can be easily enlarged without affecting sightlines. It can seat up to 2200 people and can be refurbished, if necessary, at minimal cost.

The Board of Supervisors has already committed $2 million to a downtown performing arts center and plan an annual commitment. To buy and refurbish the entire Orpheum block would cost less than one twelfth of current estimates

for a new performing arts center. The Orpheum is also located only a few steps from the BART station.

The Golden Gate and the Warfield

The Golden Gate theatre opened in 1922. Landsburgh even designed the outside fire escapes to be enclosed so they would not spoil the building's lines. The Golden Gate was also a popular theatre for famous road acts such as Major Bowes, Olsen and Johnson, and Eddie Cantor. Sammy Davis, Jr., did one of the last stage shows there in the 1940's.

In recent years, following the trends of the times, the Golden Gate was converted into two theatres with a seating capacity of 950 in each. Its original capacity was over 2400.

The Warfield, which opened in 1922, had an original capacity of 2600. Like the Golden Gate, it is located on Market Street and was built as part of an integral chain of performing arts facilities which culminated with the construction of the Fox in 1929. Each of these theatres is suitable for conversion into a specialty performing center, for example, as a house for ballet or musical concerts. They would also be appropriate for the annual Film Festival. The office space in each building (like the Orpheum) can be made into rehearsal facilities.

The Final Argument: Whither Market Street Beautification?

San Francisco is pumping a lot of money into the "beautification" of Market Street. To what end? Are all those bricks being laid and trees being planted as decoration for hot dog palaces and porno houses?

Real beautification of Market Street demands that there be something THERE which will attract people. What better attraction than the Big Three restored to their original beauty and running live performances? Market Street could become one of the most famous boulevards in the world, bringing millions of dollars into the City. Market Street could again become a source of pride for San Francisco.

BARNEY GOULD
Productions • Publicity

to: PAUL FAY, Chairman
DICK ARNOLD, Public Relations
San Francisco BiCentennial Committee

April 18, 1974
(EARTHQUAKE ANNIVERSARY)

San Francisco's
THIRD CENTURY CELEBRATION

"Make No Little Plans"

A Modest Proposal for Commemorating our City's -- and the Nation's -- BiCentennial with a Showmanlike San Francisco "Spirit of '76" Fiesta, in which We Confidently Look Forward to a Progressive Future as well as Looking Backward with Pride to our Golden Past!

*

In 1940 the writer introduced Big Time showmanship into the second year of the Golden Gate International Exposition by bringing Billy Rose's Aquacade to Treasure Island. This great Show turned a bankrupt G.G.I.E. into perhaps the only successful second year World's Fair in U.S. history.

In 1948-'49 I was Gold Rush Centennials managing director for San Francisco, staging two years of Californiana programs and pageantry, on a successful if small scale, in the historic heart of Old San Francisco, Portsmouth Plaza.

In 1963 I organized a volunteer committee of Publicists, all of whom had extensive Exposition and civic celebration experience, to propose a Pacific basin World's Fair of the West for 1970.

Although endorsed by Mayor Jack Shelley, our dramatic but practical plan was taken over by a supposedly more potent V.I.P. executive committee. They blithely proceeded with their own projections, involving what I called "a mud-flat with a fence around it", instead of the simple but strong plan of our original committee. (Incidentally, their thoughts that real estate profits could be made by improvement of Hunter's Point tidelands, a la the dubious Candlestick Park deal, possibly inspired them.)

At any rate their ambitious plans finally faded out ignominiously -- the failure of the second New York World's Fair was given as an excuse. Then the gung-ho progress of Montreal and later Osaka (our "sister city") sunk the San Francisco international exposition idea entirely.

That original plan of ours, however, had great merit -- and it is admirably adaptable to the 200th Birthday BiCentennial of San Francisco. Furthermore it is achievable -- even in the short time remaining before 1976! The four-point formula is deceptively simple, and it must be studied seriously to be understood:

(1) SAN FRANCISCO ITSELF IS THE FAIR.

(2) OUR WORLD-FAMOUS WATERFRONT IS THE SHOW WINDOW.

(3) SHIPS, FOREIGN AND DOMESTIC, ARE EXHIBIT BUILDINGS.

(4) A "CRESCENT CONCEPT", BAY BRIDGE TO GOLDEN GATE BRIDGE takes in all current waterfront maritime, commercial, residential, and recreation park plans for the 1976 Celebration Year -- leaving them as permanent improvements toward progress into our Third Century.

1194 MARKET STREET, SAN FRANCISCO 94102 (415) MA 1-8866

BARNEY GOULD
Productions • Publicity

"Everybody's Favorite City" (in the boastful but valid Convention and Visitors Bureau phrase) invites the World to enjoy both its glamorous Past and its Present and Future Progress. (This is the foot-note to the just-stated "point four formula".)

Please note again the essential simplicity and soundness of this Plan.

Basically it is a device to create, carry out, and complete civic and commercial projects which might otherwise bog down in competitive controversy -- like so many worthy projects, both past and present.

Activating, not just quoting Burnham's wise phrase, "Make No Little Plans", San Francisco (by intelligent use of an all-encompassing World's Fair formula) can cause progressive enterprises to flourish which would otherwise collapse in acrimonious controversy.

Instead of the old Exposition layout of filled land encircled by a fence, this Waterfront Show Window plan allows various key areas to house or become special attractions (as some of them are today) -- but immensely enhanced with Showmanship.

I refer, of course, to such obvious opportunities as:

(1) Ferry Building area north to Pier 9 and south to the Bay Bridge.

(2) Maritime activity from Pier 9 through Pier 35 (with ships of maritime nations and the proliferating cruise ships, in and out).

(3) Marine park and promenade plans up to and including the expanded Fisherman's Wharf proposals; Fish Alley, Pier 45, etc.

(4) The State Park historic vessels complex and the Aquatic Park area.

(5) Historic Fort Mason (which we planned, in 1963, as the "flagship" nucleus acreage for our World's Fair of the West).

(6) Yacht Harbor and the Marina, Palace of Fine Arts, Presidio waterfront up to Fort Point's Military Museum, Golden Gate Bridge area.

I am not naively or deliberately ignoring the possibilities of hopeful plans all over our cosmopolitan city -- nor the Neighborhoods' own projects for district parades, shows, and fiestas. But these will happen anyhow -- as will numerous private and public events already piling up in your "near-future file" for the '76 BiCentennial.

But let's get together -- so that San Francisco will do something right, at long last -- ON ONE PRACTICAL PLAN IN ONE LOGICAL AREA! And with our keystone in place, other citywide projects can build on it.

*

In this brief outline I do not propose to go into detail on specific Show ideas (though I have developed and nurtured several over the years) unless and until I have received some encouragement from your BiCentennial citizens committee.

1184 MARKET STREET, SAN FRANCISCO 94102 (415) MA 1-6666

BARNEY GOULD
Productions • Publicity

I have seen, and personally experienced, too many good ideas which went awry in Our Town -- or were disputed, diluted, or diverted...or even driven out of town.

I trust I need not remind some of your older committee members with long memories of the 12 year fight Yours Truly waged against the Philistines. From 1947 to 1959 I fought to get understanding and promised official support (which was in writing) for a clearly innocent historic-commercial combination called SHOWBOAT SAN FRANCISCO.

What were the tragi-comic results? My first 250-ft. 4-deck sternwheel riverboat sunk in a storm by a State Port tugboat (1952); my second river steamer, the twin PORT SUTTER attacked by an opponent-arranged arson party of four hoodlums and burned to the waterline at Aquatic Park (May 1, 1959).

But I have been "bidin' my time" since '59 and propose said SHOWBOAT theater-restaurant-Californiana museum project for the 1976 BiCentennials -- or before

This brings me to the matter of 1974 -- for organized, prodigious, but unpanicky preparation -- and 1975, which is the 30th Anniversary of the founding of the United Nations in San Francisco. This birthday could cause, and probably will, an internationally-significant third repetition of the successful 10, 20, and 25 year commemorations.

Thus 1975, with a United Nations Fiesta, could call world-wide attention -- both to the United Nations and its ideal of World Peace -- and to San Francisco's 1976 THIRD CENTURY CELEBRATION. (Indeed, our old 1970 Fair slogan, "World Peace Through World Trade", might still be a good idea for the important maritime aspect of our '76 BiCentennial.

Please note also, in this brief, that I have not stressed the Nation's own American Revolution BiCentennial, nor California's State BiCentennial Commission's plans. These, like San Francisco's neighborhood projects, will happen anyhow. However, of course our enterprises should cooperate with theirs. And in the case of both Federal and State commissions Our Town, with what has been called our "Twin BiCentennial", should receive substantial financing in accordance with their programs.

But back to my four-point THIRD CENTURY CELEBRATION formula:

It is not toambitious to achieve, with our '76 BiCentennial push, a Completed City. I mean San Francisco, with whatever projects are either non-existent or needed, finishing them with a flourish. This can and should be done with the SPUR of the aforementioned World's Fair Formula, though it be called a THIRD CENTURY CELEBRATION!

Examples: (A) The Yerba Buena Convention Center (without some of its now-impractical features (legit. theater, etc.).

(B) A completed Civic Center -- as originally envisaged by Mayor James Rolph (after the 1906 'Quake-Fire).

(C) A revived Waterfront, with world shipping combined with Embarcadero commerce and recreation.

BARNEY GOULD
Productions • Publicity

(D) A new Market Street, a boulevard with Business and Entertainment of quality -- instead of the current "Forty-Second Street" look from Fifth to Eighth. A concerted drive to force pornographic movies and sex shops off our Main Street and into traditional Tenderloin side streets (if they cannot be stopped, legally, in their denigration of San Francisco).

(E) Neglected projects and enterprises finally completed (everything from misplace monuments to armless windmills, from a roof for empty Fleishhacker Pool to a restored Cliff House-Sutro Baths area), plus community arts and recreation centers in usable facilities.

*

In 1976 San Francisco will have completed its conversion of commercial Market Street into a tree-lined boulevard, with the world's newest Rapid Transit system (whatever we may locally think of BART's disastrous delays). The huge towers of the (misnamed) Golden Gateway and the Embarcadero Center will be built and in business, as well as the Redevelopment projects in the Western Addition and around the handsome Japan Center.

Even Yerba Buena may be in its first phase of construction -- and the BiCentennial can be a catalyst, at least to the Convention Center, badly needed for major '76 activities (though not indispensable) -- along with already-existing theaters, auditoriums, and the Opera House.

Here I will digress to state that the newer, and more sensible plan for a Performing Arts complex at the Civic Center might be launched in '76 with a ground-breaking in Marshall Square (Grove-Fulton-Larkin-Hyde). This is the latest site suggested for the much-needed Symphony/Concert Hall -- with the historic 2000-seat Orpheum Theater directly across Hyde Street, and the excellent Golden Gate and Warfield theaters two blocks down Market -- potential stage theaters again, as they once were.

And if the new Library advocates succeed in saving this site once promised to them, the proposed Symphony/Concert Hall and amenities can be located on the other City(School Dept.) owned block between a restored Noursa Auditorium and an improved Opera House -- where perhaps it should have been projected in the first place. Nor can we neglect the Palace of Fine Arts theater, where certain delayed improvements will make it a useful 1000-seat showcase, especially for Dance groups as well as the Film Festival.

*

As strongly stated before, Your Correspondent's long-held ideas for 1976 Showmanship -- available in dramatic detail at the appropriate time -- await their fate at the pleasure of your Committee.

If San Francisco does not boldly grasp the nettle of Opportunity in her own BiCentennial -- to re-kindle the flickering torch of the Nation's 200th birthday of the immortal American Revolution and inspire greater goals -- then we will not deserve our golden heritage as Californians... and San Franciscans!

-30- BARNEY GOULD

BARNEY GOULD
1184 MARKET STREET, SAN FRANCISCO 94102 (415) MA. 1-6666

The Midnight Scene on Market Street

Fifteen Cents Worth of Fascination

By David Kleinberg

CHARLES SCHMITTINGER clutched the small pink ball, gave it a roll down the lane and intensely mumbled, "Come on, baby, get in there."

The ball dropped. "There it is! Got it! Got it! Got it!"

Schmittinger had gotten a win at the game of Fascination. With the fifth ball in a row dropping in along the horizontal line, the board light on 14 other players short-circuited and 23-year-old cashier Mary Alice Groves came over to hand Schmittinger his harvest, exactly $1.

Schmittinger at 28 had run into hard times. He says he used to be an electrical worker but is now unemployed, and to pass the time, he had walked over to the Fascination lanes at 1027 Market street from his Sixth street hotel.

It is sort of like a second home for Schmittinger, for him and the others who had gathered here in the dingy solitude of a weekday night.

★ ★ ★

IT WAS ALREADY 12:30 a.m. and, outside, Market street was almost deserted, with the temperature below 50. The chill winds off Twin Peaks swept littered papers around old wooden construction barricades that seem to have been standing outside Fascination since its doors opened seven years ago.

A drunk had passed out and was asleep on the doorsteps of Dr. A.G. Deane Dentists across the street, customers looked over a variety of sex vibrators at the Market Street News Co. next door and an occasional police car cruised by at about ten miles per hour.

Inside Fascination, it was warm and bright, but equally stark. The yellow walls were barren, unpainted in recent times, chipping. The high, long fluorescent lights gave the narrow hall a bleached-out atmosphere, but the chairs where customers sit, covered in new, brown vinyl, were comfortable—and 40 per cent filled.

There might have been even more patrons. But Harry Greenberg, president of Consumer Enterprises, Inc., which owns Fascination, said that "the nights have been off quite a bit due to the Zebra scare."

★ ★ ★

YET there was Schmittinger in his clean, burgundy turtleneck; there was an unshaved, heavy-set long hair, a middle-aged black woman, a nervous old-timer, another man dressed in sport coat, white dress shirt and tie—and they all plunked down their 15 cents each game in hopes of winning cash or coupons that they could convert into prizes.

"Some people you see in here seven times a week," said Bill Basham, the game's 45-year-old manager, who stood behind the prize counter and spoke cautiously and with reservation.

Since another Fascination parlor on Geneva Avenue folded early this year and the one at Playland-at-the-Beach went down in rubble in 1972, Basham's house has had the recent corner on the market, with only two other open lanes in the state, at Santa Cruz and Ocean City.

WHAT brings people to the parlor from noon to 1 a.m. seven days a week? "I guess it's just something to do," said Basham.

The rollers themselves had a better idea, and Basham pointed to Miriam Jackson, occupying the last seat in the line of 40. "This is one of the pros."

Mrs. Jackson showed no expression at the accolade. She continued with her right-hand roll, puffing occasionally on a cigarette and sipping a can of grape soda.

She appeared to be in her 50s, wearing a white wool cap and thick dark-red lipstick. She said she had come in by bus from the Fillmore district.

She says she has a husband. What does he say? "To each his own," she replied. "I've been coming here for so many

erybody's got a game and for the row of players at 1027 Market street, the game is fascination

years, sometimes every night. I don't keep track of winning.

"I just like the game. I feel comfortable here."

* * *

THE FORLORN contestants who don't fret over leaving with a bankroll or bundle of prizes are best off, since each game has one winner, whether there are ten or 40 players.

The winner, in games that usually wrap up between a minute and a minute and a half, is the first to drop in five balls in a vertical, horizontal or diagonal line, and collects from $1 to $4. Winners can take the same number of coupons and save them for prizes that range from cigarettes to impressive Japanese stereo equipment.

But if someone gets hot along the line, management steps in. A wall sign announces that the establishment has the right to assign a player a new seat if he wins "three out of five games."

* * *

CONNIE MURRELL was switching seats voluntarily. A lively, red-haired, middle-aged woman, she said she moves around when she can't win.

She just gotten off work. "I just come here to relax," she said. "Maybe once a week . . . like a dope. Throw the balls. When I'm finished, I'll just go home, have a sandwich and go to bed."

* * *

AS THE CLOCK drew close to ten to one, Schmittinger, meanwhile, was far from ready to go home. Playing the odds, he says he usually comes in late at night, two or three times a week, when there are fewer competitors.

Schmittinger says he sees the same players over and over, but pretty much keeps to himself. "A lot of people talk to each other," he said, "but I can't concentrate if I'm talking."

Concentration, he admits, doesn't always help. "To be honest with you," he said, quickly rolling another ball down the lane, "I never had a very good night. Right now I'm ahead but I'll sit here and give it back to them."

But Schmittinger did talk with joy about one night. "I had came in with $2 that night," he recalled, "and went out with $5. That made me feel good."

The Lady Is a Hard Hat

General Contractor Cynthia Cotter conferred with Gordon Dalton on installation of air conditioning at One Hallidie Plaza

By Ruthe Stein

Cynthia Cotter knows how to do all the things that women have traditionally been told not to worry their pretty little heads over.

Like how to lower a ceiling or wire a building or install cabinets.

It's her business to know them. At 30, Cindy is one of the youngest women in the state to become a licensed general contractor.

"Construction work is the last hold off for women," Cindy said the other day, sitting in a construction shack at the One Hallidie Plaza building, where she is supervising the job for construction. "There are women doctors and lawyers and stockbrokers. But this is one field they haven't become involved in, especially as general contractors."

Cindy got into the field more or less accidentally. She had been managing office buildings for Integrand Management Corporation and when the company decided to expand into the construction field, it was a natural next step for me to get my license and take over the construction." (She is now vice president of Integrand.)

Natural for her, perhaps, but not for the man she was soon to encounter. When she went to enroll in a contracting class, the registrar was in a state of shock and, before asking any questions, told her, "You don't meet the qualifications."

CYNTHIA COTTER
"Just one of the guys"

The initial reaction from her fellow classmates was also one of incredulity. However, as soon as the men, who were sub-contractors, found out that she was going to be a general contractor and could "potentially be their employer," they became very friendly.

By the end of the first class, she had accumulated a stack of their business cards.

And, she recalled with a laugh, the next week, when a man who had missed the first session started giving her a hard time, he was quickly told, "Hey, lay off her. She's all right."

That's pretty much the way it has been now that she is out in the field hiring sub-contractors and coordinating and supervising their work.

"The guys make you prove yourself, no doubt about it. If someone asks you a question, you'd better know the answer. They need to have confidence in your ability," said Cindy, who is from Palo Alto and went to Foothill College.

But, she added, "You'd better know the answer anyway."

She said she has never had any problems with the men, and thinks one reason may be that she tries to be professional at all times. "I'm just doing my job, and I want them to do their job. I don't want to lord over them and say, 'Hey, you're working for me.'"

Her good rapport is obvious to anyone watching her at work at the Hallidie Plaza building, where she is supervising about 45 subcontractors. They joke around with her, calling her Cindy. "I try to be one of the guys," she said. "I want to blend in."

But they also respect her advice, and it is obvious hers is the last word.

She is sure that the construction men, who are infamous for their language, clean it up when she is around. "I hear them saying, 'Hey you can't say that. There's a lady here.'"

People who meet her for the first time are naturally curious about her job. "They want to know if I wear a hard hat," she said. (She tries to avoid it whenever possible — "It messes up my hair.")

But then she gets asked the same questions as any general contractor — male or female. "They call me regarding my license and I need some advice."

4 San Francisco Progress ★ Wed., Aug. 22, 1973

Our readers write

Fountain complaints 'in perspective'

To the Editor:

Two of your readers have sounded a clarion call to action in the matter of the fountain to be built in the United Nations Plaza. The one puzzling factor is their timing, and their request for the public's right to know of the fountain.

May I cite the record. The matter of the fountain in the plaza was twice presented at public hearings of the Board of Supervisors, and illustrated with slides. The matter of the fountain was presented to two meetings of the Mayor's Advisory Committee for Market Street, and approved by them.

The matter of the fountain was presented to two public meetings of the Art Commission. They asked for some changes, which were made, and it was finally approved.

The matter of the fountain was extensively reported and illustrated in the news media in December of 1970 and May of 1971.

While these critics have a right to their artistic complaints, they should be judged in the light of the proper perspective.

BERNARD AVERBUCH
Executive Director
Market Street
Development Project

A Welcome to BART

BART IS TO START UP a high-speed local transit service in San Francisco on November 5 at a slightly higher charge than the Muni's. It makes sense, we think, to satisfy public impatience by taking this "interim step," as BART calls it, rather than waiting till next spring, when it is expected full transbay tube service will have finally won the State PUC's approval.

Glorious welcoming festivities are of course being planned by San Francisco. They should be fun, and BART will at last have earned them by starting its service, even though less than system-wide. 6 Sept 1973

★ ★ ★ 6 Sept 1973

SICK TRANSIT'S glorious funday: You have to admire Mayor Ali Auto for proclaiming a three-day celebration heralding BART service to Daly City, "an important step in producing one of the most sophisticated systems of mass transit in the world." News item, same day: "Supervisors will be stationed at vantage points along the (Daly City) route to telephone ahead when the track is clear." You know, like if they see a cow on the tracks, this sophisticated train should slow down awreddy and blow its horn. Say, who forgot the horn? Jeeze, no horn. Anybody around there got a red lantern? Wave it! . . . Meanwhile, Bob Roberts contributes the following opening line for Mr. Aly Otto's remarks to inaugurate the subway: "As we gather here upon this hallowed ground —."

★ ★ ★

Isadora Duncan would have loved him: the "interpretive" dancer, in black doublet and green elfin shoes, who prances silently around the Powell-Market "Nut Corner," lost in dreams. He won't accept money "for I have no pockets, sir, and hence no problems" . .

Fri., Aug. 24, 1973 S.F.Examiner

BART Snafu--

From Rails to Bars

By Larry Dum

For some three hours yesterday afternoon, I was a captive of BART. Not an unwilling one at first, though that stemmed more from ignorance than any planning on my part.

Accompanied by veteran photographer Mike Musura and student reporter Edgar Sanchez, our feckless entourage set out well in advance of our scheduled departure time of 2:08 p.m. Destination: Daly City. Place of departure: The Powell Street BART Station.

This was to be the first-ever rolling press conference aboard a Daly City-bound BART train co-sponsored by the Westinghouse Electric Corp., a principal BART contractor.

Stepping smartly past the plywood barriers at street level near the Emporium, we descended to the first of two underground levels, only to be greeted by a somewhat suspicious representative of the Burns Detective Agency. This man, Fred Williams, was easy enough to convince of our mission — that we were there to meet an unscheduled train in the unopened station at a place where no one was supposed to be at a time no one had told him about.

In fact, Fred the Detective helped us pass the time chatting as we waited. And waited. And waited.

More Suspicious

By 2:30, Fred the Detective was becoming, it seemed, a trifle more suspicious, since the 2:08 press special was getting later and later.

But just before we managed to make history by becoming the first trio of newsmen ever eighty-sixed from a BART platform that wasn't supposed to be used yet anyway, we heard distant rumblings from B. R. Stokes' magnificent people mover.

Photographer Musura, with wide-angle lense at the ready, positioned himself for a shot of the train as she approached on the north track as scheduled by BART's public relations department. He hardly flinched when it turned out the train was coming up the south track on the opposite side of the platform.

Goodbye to Fred

Bidding goodbye to Fred the Detective (who was to return to the action later) we boarded for the 13 minute rapid ride to Daly City.

Settling into one of those BART seats for the first time, I began to feel kindly toward the $1.2 billion venture. Sure enough, the BART seats were comfortable, the air conditioning was perfect, and that electrified swoosh as we accelerated made up for a lot of waiting.

As I admired the bug-smeared rear window and watched sparks dancing up from the rails behind us, teasing the bits of flammable debris in our wake, it was all beginning to seem worthwhile.

Unscheduled Stop

Then we made our first unscheduled stop — only about 10 minutes worth, actually, and anyway, 23 minutes to Daly City isn't bad, if you don't go by freeway.

The public relations men from BART and Westinghouse seemed unruffled at the stop. And they gave several explanations about maintenance work and efficiency of the crews we were watching over on the other track.

Starting up again — and the initial acceleration is the best part — we whooshed our way past the stations and tunnel entrances and exits and finally emerged in the incoming afternoon fog, skirting along the Interstate 280 freeway, watching those luckless drivers struggle in traffic.

When . . . Again

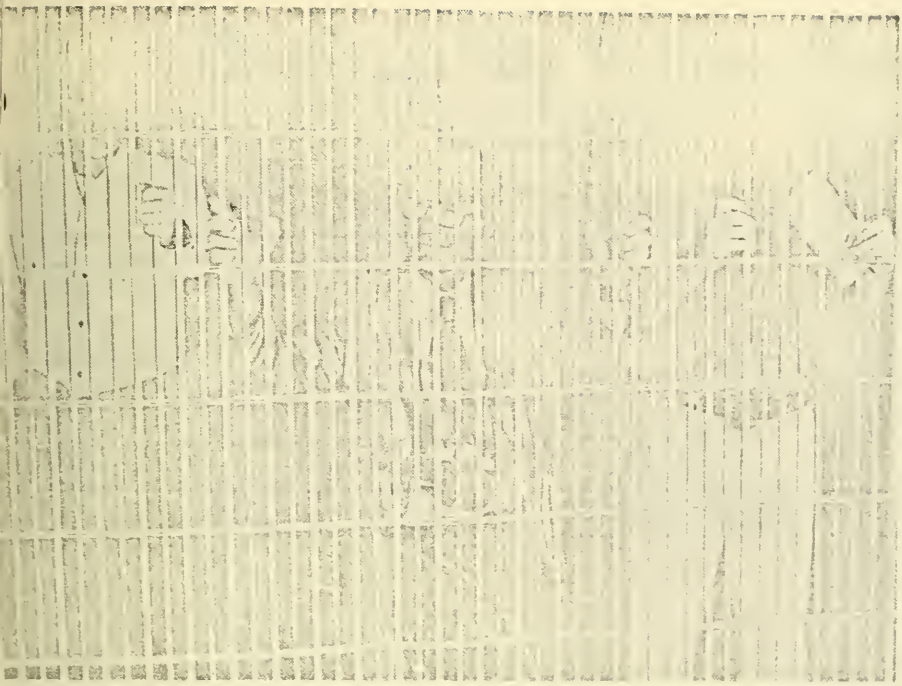
It was approaching 3 p.m. and all seemed to be going well, when . . .

As if somebody had pulled the plug, we slowly ground to a halt on an uphill grade. And, somebody really had pulled the plug. We were stopped, above the Value Giant at Alemany Boulevard and Laura Street.

'Not Dead'

"It's not a dead car," insisted one PR type.

"Then why in — aren't



Sanchez, Mike Musura and Larry Dum locked behind the steel bars of BART's Powell Street station
—Examiner Photo by Steve Ginesi

we moving?" shot back one of the eloquent East Bay types. And an argument over deadlines and wasted timo and overtime and past BART bungles ensued.

On and on this went, until 35 minutes after we had come to a dead halt, it was decided to abandon the whole Daly City venture for another historic day, and back we began rolling.

But rolling slowly, powered by gravity. A BART spokesman explained calmly that in just a few more rolls we'd be back on a section of the track that did have power. Sure enough, we finally made contact.

Manual Control

Back we lumbered, under manual control, since the famed Westinghouse automatic control was at the moment useless. We wound our way to the Powell Stree BART Station where Mu sura, Dum and Sanche made their exit. Other stayed bravely aboard an roared off through the tran bay tube — hopefully for safe return.

Up the steps our tr bounced, laughing at BART which was (we later found about to get the last laug on us.

Up we went to the secon level — the one just belo the street — where we foun steel bars blocking our exi We were trapped. Locke under Market street.

Find Fred

Time: 4 p.m., give or tak a few minutes. Solution Find Fred the Detective.

But Fred was nowhere t be found.

After nearly an hour o moderately frantic tel phone calls, chats throug steel bars with several c vilians (mostly wives) sur ning in Hallidie Plaza, BART spokesman explaine that the Burns Detectiv Agency had the station ke and that Burns would let out. This was followed b explanations from the Burn people who said that Fre the Detective had THE key, and that Fred the D tective was at home.

Finally, at 5:10 p.m., hav ing uncomfortably endur locked BART station res rooms from the wrongside the door, plus unsuccessf offers of warm wine (didn't fit through the bar from a couple of Hallid Plaza patrons, we manag to escape with the help Fred the Detective, who h had to drive all the wa back to the station becau no one had mentioned we be coming back to Powe Station.

Thus, three hours aft our scheduled departu from the Powell Station or roughly the time it tak to fly to Chicago — our minute excursion almost the Daly City BART Stati ended.

The Great Bay Balloon Race

By Jim Wood

The Great San Francisco to Oakland Balloon Race took off from Embarcadero Plaza today while crowds cheered, a cannon boomed and a brass band played "I'm Nobody's Sweetheart Now."

The first balloon, pushed along by the wind, promptly headed for San Jose.

Nobody seemed to mind, though, because the plan to go to Oakland had been abandoned anyhow, a victim of Alameda fog.

Instead, the balloonists were supposed to head for Richmond, a feat aeronauts compared to crossing the English Channel.

The purpose of the race — actually it was more of a happening — was to publicize the United Bay Area Crusade kickoff for lower Market Street.

While not everybody had as good a time as the golden retriever who found a friendly female shepherd, it was one of those sunny day good times San Francisco has made a specialty.

The competing aeronauts were Deke Sonnichsen, dapper in Captain Nemo cap, auburn goatee and red shirt versus David Robinson, a modernist affecting white bells and a paisley shirt.

Two Competitors

The two commanders soloed, although it wasn't planned that way. Each was to have had a friendly stewardess aboard — Fran Drozdowski of TWA with Sonnichsen and Adele Gualano of Pan Am with Robinson.

..Girls Left Out

When word came from Alameda scrubbing Oakland as a destination, the stewardae had to be left behind. Although both were trim enough to delight any jet age traveling salesman (Fran weighs 128 and Adele 129), they were too heavy to accompany an epic flight the long way across the Bay.

The stewardae, already briefed by the commanders, got word that they'd been bumped as the band played "Who's Sorry Now?" Neither appeared close to tears.

The way you fill the balloons is a bit strenuous. The tops of the envelope are made of 1.2 ounce per square yard nylon, the bottoms 4 ounce.

The ground crews, led by Mr. Ballooning, Brent Stockwell of Balloon Excelsior in Union City, grab the top flap, whip it downward in a pumping motion, and the trapped air rolls into the balloon.

Burner Is Lit

When there's enough air inside, the commander lights a propane burner plate which looks something like an oversized cookie sheet.

With a dangerous sounding roar, the heat jets into the balloon, making it puff, and after a few minutes the balloon lofts while the ground crew holds on the wicker basket for dear life.

This morning both takeoffs were handled with professional assurance by Stockwell's crew. Onlookers seemed disappointed as the balloons left 10 minutes apart, headed for uncertain destinations.

As for the change of plans and the uncertainties of the flight, Stockwell proved dauntless as the balloonists' tradition demands.

"There's an old saying," he said, his eye on the sky. "The balloon goes where the wind blows."

To: Distribution List Date: October 11, 1973

Re: BART Participation in Visit of Employee Group from the Greater Stockholm Transit Company (AB Storstockholms Lokaltrafik)

Approximately 168 people who are all members of the Committee for Recreational Activities of the Greater Stockholm Transport Company and others will visit the San Francisco Bay Area between Saturday night, October 13 through Wednesday morning, October 17, 1973. This group is composed of three musical organizations which include a band of 35 members, a male choral group of 30 members and a female choral group of 27 members. These musical groups are scheduled to give a musical presentation in Golden Gate Park on Sunday, October 14, 1973 and participate in various other activities during the combined business-pleasure trip to the San Francisco Bay Area.

BART participation will all take place on Monday October 15, 1973 and those addressed need only be concerned with activities that are scheduled that day.

The following is based upon the best information at this time and changes, if any, will be announced to those concerned after consultation with the leaders of the group from Stockholm after they arrive in San Francisco. If desired, a group of approximately 12 - 15 of the technically oriented personnel will be taken from their hotels (which are either the El Cortez or the Bellvue on Geary Street in San Francisco) directly to the Hayward Shops. This technical group will leave their hotels at 9 a.m. (0900) in a twelve passenger van furnished by the BART Transportation Department, with driver, and a passenger vehicle, with driver, furnished by General Services. The Group Leader will be Bill Green of the Transportation Department who will stay with the group during its entire tour. This group will arrive at the Hayward Yard at approximate 9:45 a.m. (0945) and be shown through the Maintenance Facilities by Bill Presho. It is expected that they will be given an in depth tour for professionals in the rapid transit business which will be more thorough than tours given to non-professional visitors. Bill Green will then see that the group visits all of the Transportation Department activities of interest in the Hayward Yard and proceed to the Blue Dolphin Restaurant in San Leandro with an expected time arrival of noon (1200). It is expected that the group will have luncheon at the Blue Dolphin at their own expense and then proceed to the Lake Merritt Complex and be given a thorough briefing, technically oriented, in BART Central Control. The group will then be spectators at the musical presentation to be given at the Lake Merritt Complex and join the rest of the tour that will be given to the group described as follows:

Arrangements have been made for chartered A-C Transit busses and according to present information they plan to take a sight-seeing tour of their own choosing between 9 a.m. (0900) and 11:30 a.m. (1130) at which time they are scheduled to arrive at the Hallidie Plaza at Powell and Market Streets in San Francisco. This will allow time to set up musical stands and make other preparatory arrangements to put on a musical presentation which is scheduled between noon (1200) and 1 p.m. (1300). It is expected that Thomas Mellon will represent the City of San Francisco in the absence of the Mayor and that other dignitaries will be present. Arrangements for bandstands, musicians' union clearance for the concert, parking for the chartered busses and all other arrangements at Hallidie Plaza will be the responsibility of Bernard Averbuch, Executive Director, Market Development Project.

At the conclusion of the concert it is my intention to assume the role of Tour Guide and have the busses proceed to the Lake Merritt Complex. Arrangements have been made for box luncheons to be on the busses to be eaten en route or after arrival at the Lake Merritt Complex. After arrival it is intended that the entire group will be given a short briefing of Central Control operations from the visitors gallery.

David Soblin is preparing a General Manager's Bulletin advising employees at the Lake Merritt Complex whose services can be spared that they are invited to a musical presentation by the band and two choral groups between 2:30 p.m. (1430) and 3 p.m. (1500) in the area adjacent to the fountain at the concourse level of the Lake Merritt Complex. Immediately after the conclusion of the concert it is intended to escort the group to the Lake Merritt Station's northbound platform and proceed on the first available train to the McArthur Station. At the McArthur Station the group will transfer to a Concord train and proceed to the Pleasant Hill Station where they will disembark and have a leisurely look at this particularly attractive rural station before boarding a train to return to the McArthur Station. After arrival at McArthur Station they will transfer to the first available northbound train and proceed to Richmond where they will disembark and have an opportunity for a brief inspection of this station. The four chartered A-C busses will be waiting there to pick up the party which is scheduled to proceed via the Richmond-San Rafael Bridge to Marin County to the Golden Gate Bridge Ferry slip which is near downtown Sausalito. It is expected that all passengers will disembark at this point and use whatever time is available to walk around downtown Sausalito but to board the Golden Gate Bridge Ferry, which departs from Sausalito to San Francisco promptly at 6:10p.m. (1810).

Any changes, including additions or deletions to the above scheduled tours, will be passed on to all concerned after consultation with the group from Stockholm after its arrival in San Francisco. Plans have been made to discuss this and other matters either on Saturday night (October 13) or Sunday morning (October 14) and telephone calls, if required, will be made at either of those times.

Those who receive this memorandum, either in BART or in other organizations, are invited to contact me at 465-4100 (Ext. 246) to discuss anything concerning this visit.

Wm. E. Benedict

WEB:B

CC Lars Malmstrom - Swedish Information Service
Jack Barron - Transit Task Force
Bernard Averbuch - Market Development Project
Karl-Erik Rapp)
Ake Schwartz) AB Storstockholms Lokaltrafik

CC BART PERSONNEL
General Manager
Assistant General Managers
Department Heads
Bill Breiner
Bill Green
Bill Presho
Ralph Lindsey
Monica Wirt (5)
Dan Carson

STATION CEREMONIES - SCHEDULES

Montgomery Street:

Ceremony Begins - 0900

Guests Depart - 0935

Train Departs - 0945

Powell Street:

Ceremony Begins - 0915

Train Arrives - 0947

Officials Arrive - 0950

Guests Leave - 1010

Train Departs - 1015

Civic Center:

Ceremony Begins - 0945

Train Arrives - 1017

Officials Arrive - 1020

Guests Leave - 1035

Train Departs - 1042

16th Street Mission:

Ceremony Begins - 1015

Train Arrives - 1045

Officials Arrive - 1050

PARADE BEGINS - 1100

Guests Board Train - 1100

Train Leave - 1110

STATION CEREMONIES - SCHEDULES (Continued)

24th Street Mission:

Ceremony Begins - 1045

Train Arrives - 1112

PARADE ARRIVES - 1115

Guests Arrive - 1115

Guests Leave - 1130

Train Departs - 1135

Glen Park:

Ceremony Begins - 1100

Train Arrives - 1140

Guests Arrive - 1145

Guests Leave - 1150

Train Departs - 1200

Balboa Park:

Ceremony Begins - 1130

Train Arrives - 1205

Guests Arrive - 1210

Guests Leave - 1225

Train Departs - 1230

Daly City:

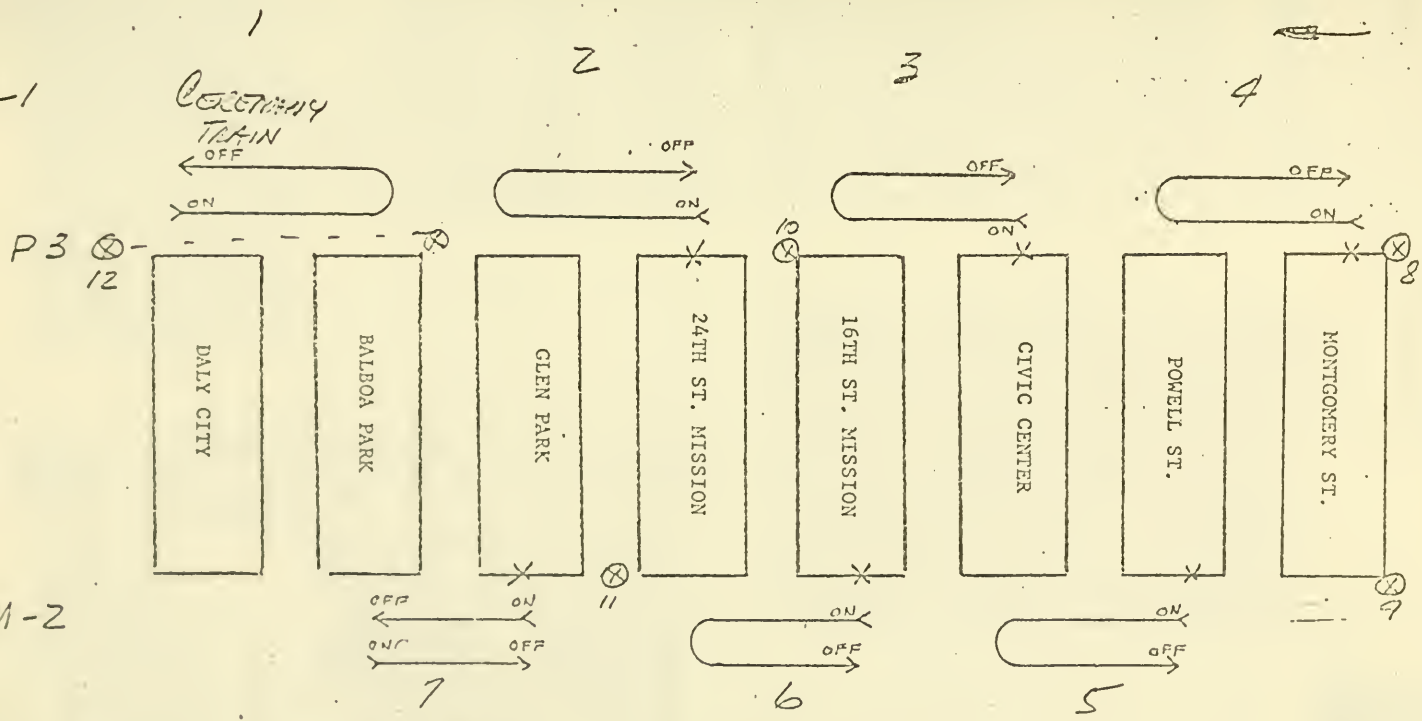
Ceremony Begins - 12 Noon

Train Arrives - 1235

Official speakers will be met by the Daly City Mayor at the platform and give their presentations at that point. All other guests will move to the concourse, board busses and leave for the luncheon. The Ceremonial Train will then become part of public shuttle service.

2. If C.T. must be 6-car - use IN SLOT #7 AFTER C.

FREE RIDE "SHUTTLE" SERVICE, SAT., NOV. 3 - REVISION I



1) Montgomery thru 16th St when ceremony train leaves 24th

2) 24th Street when C.T. leaves Glen Park.

3. Post mile - Montgomery thru through at P.C.

Editor's Mail Box

31 August 1973

Steel Street Covers

To The Editor:

Will someone come forth and explain something about City Director of Public Works S. Myron Tatarian's street "horrors."

We now seem to have firmly fixed as a civic asset the street plate coverup. That is the hunk of steel that covers up the holes authorized by Mr. Tatarian, for underground work whether it be new gas mains, water mains, telephone conduits, electric conduits and what have you.

Over a period of time these are new developing sharp edges, much better to cut the tires of any car that might strike them and guaranteed to bump and jar the daylights out of the occupants. Now, the steel plates are even placed over the huge wooden chunks guarding the underground activities.

Someone stated that fines would be levied against perpetrators of some of our ditch messes. I haven't heard of anyone being fined recently. Yet the tearing up continues along Market Street, the ditches that were supposed to be filled a month ago are not filled; new barriers to travel in the streets appear every day.

Streets that have been torn up and repaved are messed up a few weeks after the job is done. Van Ness avenue is torn up by PG&E, a patchwork job done and the mess remains. Don't utility companies have to restore the street to normality?

We have finally finished with the intersection of Hyde and Market Streets (we hope) but now the PG&E is burrowing into Hyde Street again and when the rush hour occurs on this one-way street in the morning, only one lane is open. What kind of business is this anyhow? And the street is getting so mutilated with patch jobs it is a wonder that the wheels don't fall off a car.

BYRON ASHMONT
San Rafael

. . . The new $750,000 "world famous" cable car mall at Powell and Market is about to have an extra added attraction: pornographic movies! (One chorus of "Ah San Francisco"). Friday, the Powell Theater, which has been catering to senior citizens with double bills at six-bits and a buck, switches to the hard stuff because, quote "We've been losing a ton of money." The opening film at $4 a pop, will be "The Devil in Miss Jones," hailed by students of the genre as successor to "Deep Throat" and "Green Door." We were getting tired of those anyway, weren't we? . .

Pot Holes

The pot holes in San Francisco streets, their steel coverings, etc., are definitely a great inconvenience and a real eyesore. But to put the blame on Director of Public Works Myron Tatarian shows poor taste and lack of judgment. Have we not ourselves voted for and are we not paying for these long overdue jobs?

Of course the sooner it is over the better for everybody but have the critics any idea of the complexities beneath the surface of our streets? . . .

Let's all join together and utter a hurrah for Tatarian for having dared tackle such a crushing task — a task which a man of less stature and courage would have shirked . . .

13 Sept 1973 V. TERTZAKIAN
San Francisco

The Market Street ditch opening, which has drawn criticism from merchants and others between Third and Fourth Streets and which Tatarian promised would be paved over a month and a half ago, is still open. — Editor.

EXCLUSIVE!

BART WON'T MAKE IT

12 September 1973

BART General Manager Bill Stokes doesn't want the San Francisco line opened until March or April. Find out why, on a Channel 4 exclusive, tonight.

NEWSWATCH
5:30 & 11:00 PM

... and related ... 101-73-25. FINALLY PASSED.
Ordinance appropriating $129,300, Public Works, Washington Street Widening-Montgomery to Sansome, relocaton assistance; $137,500, Public Works, for pre-delivery maintenance of trees for Market Street and rescinding $266,800 from capital improvement appropriations, Special Gas Tax Street Improvement Fund and 1968 Market Street Reconstruction and Improvement Bond Fund. File 101-73-41. FINALLY PASSED.
Ordinance amending the Health Code ...

Big Day for BART and Daly City

24 Oct 1973

The welcome flags, bunting and window displays along Market and Mission streets are harbingers of a massive civic celebration for the start of BART service in San Francisco.

The week will be climaxed by a day of ceremonies and free rides Saturday with regular revenue service on the new San Francisco-Daly City route to begin on Monday, November 5.

Though the formal events of the celebration won't begin until Thursday, large murals recording earlier days in San Francisco history are already in place at the Emporium. The Gold Rush Days murals are by Sacramento artist John B. Matthew.

On Thursday the program will spread to Union Square, where there will be daily entertainment and an antique vehicle exhibit that will include an original stagecoach held up more than 100 years ago by the famed bandit, Black Bart.

The Union Square festivities will start at 11:30 a.m. Thursday with a program by the University of California Marching Band and the first of two daily stagecoach holdups.

The San Francisco Symphony will perform at noon Friday in Hallidie Plaza, the new city park at the end of the cable car line at Market and Powell streets.

Many other musical groups will perform during the next few days, including the University of Southern California Marching Band, the Red Garter Band, Ray Hackett's orchestra and bands from the Coast Guard, City College and high schools.

There will be eight programs on Saturday morning, one at each station along the new route to help speed the inaugural train on its run from Montgomery street to Daly City.

All events will be under the supervision of the Mayor's Committee for the BART Festival, headed by Sidney A. Haag.

Three of the eight stations on the line are beneath Market street in downtown San Francisco — Montgomery, Powell and Civic Center; two are beneath Mission street — at 16th and 24th streets; two are along the Southern Freeway — Glen Park and Balboa Park, and the eighth is in Daly City.

Later, BART plans to open a new station still under construction near the foot of Market street. Some time next year BART hopes to begin running trains through the newly completed transbay tube between San Francisco and Oakland.

The special events scheduled are:

THURSDAY

Union Square, 11:30 a.m.-1:30 p.m., UC Marching Band, 11:45 a.m., ceremonies and stagecoach holdup.

FRIDAY

Hallidie Plaza, 12 noon, San Francisco Symphony concert.

Union Square, 11:30 a.m.-1:30 p.m., Golden Gate Grinnos Band, 9 p.m.-10 p.m., USC Marching Band.

SATURDAY

Montgomery street station, 9 a.m., Ray Hackett's orchestra, other entertainment, speakers.

Powell street station, 9:30 a.m., Walt Tolleson's band, other entertainment, speakers.

Civic Center station, 9:45 a.m., Jack Dupen's Red Garter BAnd, other entertainment, speakers.

16th and Mission streets station, 10:15 a.m., U.S. Coast Guard BAnd, entertainment, speakers.

24th and Mission streets station, 10:45 a.m., Raymundo Caronado and his Mariachi band, other entertainment, speakers. Parade at 11 a.m. from 16th to 24th streets.

Glen Park station, Diamond and Bosworth streets, 11 a.m., Red Garter Band, other entertainment, speakers.

Balboa Park station, Geneva and Ocean avenues, 11:30 a.m., San Francisco City College pep band and Balboa High School orchestra, entertainment, speakers.

Daly City station, Knowles and San Diego avenues, Noon, Jefferson High School band, other entertainment, speakers.

Union Square, 12:30 p.m.-2:30 p.m., Lower Market Street Boys Dixieland Band.

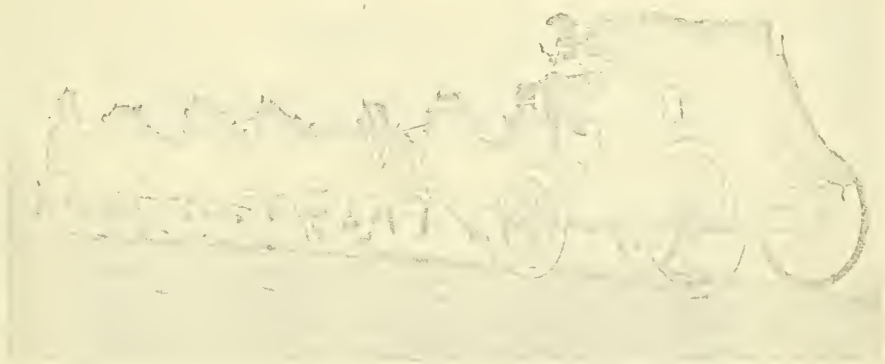
SUNDAY

Union Square, 12:30 p.m.-2:30 p.m., Ghirardelli Square Gondoliers Band.

Shaping Up BART

John Sullivan shapes up BART's Montgomery Street Station in San Francisco as part of the final preparation for line opening Monday, November 5. The Montgomery Street Station is a three-level station which will serve BART on the lower level and ultimately the San Francisco Municipal Railway on the middle level. The concourse level shown above, is carried out in a black and white motif. Free standing advertising panels, such as the one on the right, add an array of bright luminous color to the general decor. John, along with the rest of the crew which works for one of two companies that has contracted with BART for the clean-up and polish job, will go a few rounds with several of the other stations on the San Francisco line as the work continues.

Stage Meets BART



Wells Fargo Bank's authentic century-old Concord stagecoach will be featured in "The Opening Festival" of San Francisco's Bay Area Rapid Transit, Saturday, November 3, at 11:00 a.m.

At the reins of the four-horse hitch will be Virginia Fellingham, one of the only women stagecoach drivers in the world. The century old coach will lead off a 90 unit parade from the Sixteenth and Mission Street BART station, south on Mission past the Twentyfourth-Mission Street station. Invited to ride in the old coach are Mayor Joseph L. Alioto and other civic leaders.

In the days when the West was young the stagecoach was the universal means of transportation. The vermilion red coach, with its yellow running gear, was considered as sleek and modern in the Gold Rush Days, 120 years ago, as the shiny, silver, blue and white BART trains are today.

The coach was originally ordered by Wells Fargo & Company, from Abbot, Downing & Company, famous coachbuilders of Concord, New Hampshire, as part of a stagecoach line that included 150 coaches and 1500 horses.

Slung on leather thoroughbraces, much like the shock absorbers of the modern day automobile, the authentic coach rocked like a giant cradle, and it is said that passengers would get "seasick" from the rocking motion.

An old Mission Bell will announce the formal arrival of the first BART train. As the old Concord journeys down Mission, it will be joined by the San Francisco Sheriff's Posse, drill teams, decorated and antique cars, and floats.

A REBUTTAL

A rebuttal by Donald Taggart, Public Relations Director, Port of San Francisco, to a recent Channel 7 editorial on the use of Pier 41 as a fishing pier.

Taggart on camera: Channel 7 recently chided the Port of San Francisco because it wouldn't open Pier 41 to public fishing.

Pier 41: The editorial was wrong in its history, facts, and conclusions. This is Pier 41...old, all wooden, which Fire Chief Keith Calden ordered closed following a raging fire that destroyed Pier 7 shed last March in about 15 minutes. The Chief said he would approve reopening Pier 41 only if the shed were sprinklered, torn down, or a substantial portion removed.

Pier 7: What Channel 7 forgot to say is that the Pier 7 deck has been renovated and is again open to public fishing...and the fishing public knows about it. Here's the proof.

BART Platform: The BART platform back of the Ferry Building also is open to fishermen. The tenant at Pier 24 also offered that facility to the Police Fishing Program and has never withdrawn his offer.

Central Basin: The Port is also building a fishing pier at Central Basin near Potrero Hill, and it will be open next January.

Pier 41: The Port is working on all its fire problems and will sprinkler piers in order of their maritime importance. The Port can't open Pier 41 for fishing until we're assured no one will be killed using it. That's the reason it was not included in the Summer Fishing Program. The Port doesn't want to be responsible for the death or injury of children fishing or firemen fighting fires...and neither should Channel 7 or the sponsors of the children's Fishing Program.

VARIOUS TIMES
September 6, 1973-September 9, 1973
Time:
VTR 417-R131

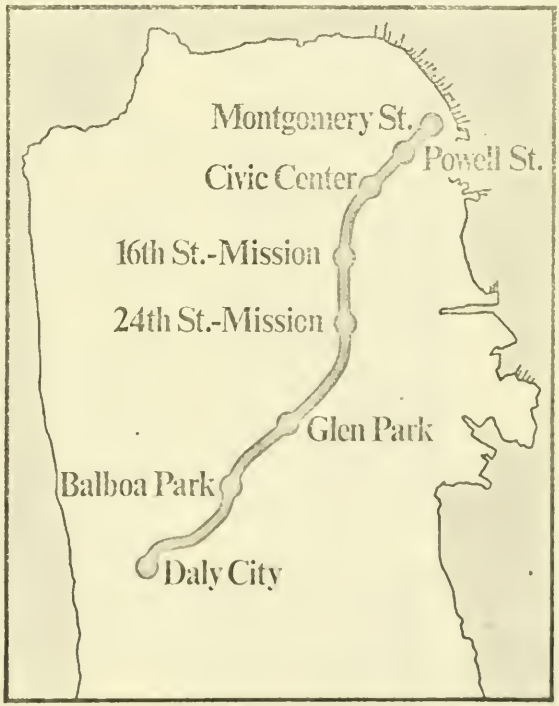
KGO-TV, 277 GOLDEN GATE AVENUE, SAN FRANCISCO, CALIFORNIA 94102, (415) 863 0077
AN ABC OWNED TELEVISION STATION

KGO-TV regularly presents editorials on topics of vital interest to its viewers.
Clearly labeled as opinion, these television editorials are delivered by KGO-TV Vice President and General Manager Russ C. Coughlan
Your comments concerning the attached editorial will be greatly appreciated.

BART

Open House this Saturday.

1 November 1973



As part of San Francisco's BART Week Celebration, on Saturday, November 3rd, between 1 pm. and 6 pm., all stations between Montgomery Street and Daly City will hold a pre-opening "Open House." Access to stations and short rides on BART trains will be free.

We expect large crowds, and ask that you be patient if there are any delays. Regular service will start 6 am., Monday, November 5th.

For more information dial 788— and the letters B-A-R-T.

BART

A Muni-BART Deal Delayed

By Michael Harris

Riders on BART's new San Franicsco-Daly City line won't be able to get reduced-fare transfers to the Municipal Railway for another six months, according to present plans.

San Francisco Chronicle 5
★★★ Thurs., Nov. 1, 1973

BART announced in September that a complicated method had been worked out to save passengers who use both systems a total of 25 cents per round trip.

But the machines for issuing the special transfers haven't even been ordered yet.

Until the machines are in place, BART and the Muni expect to charge a combined total of $1.10 per roundtrip — rather than the 85-cent round trip fare announced earlier.

TALKS

The transfer plan grew out of more than eight years of discussion between BART and the Muni.

The talks began in 1965 when the first $792,500 study into coordinating BART with other transit systems was undertaken. Later a $120,000 study supplemented the first.

What emerged from all the thinking and conversation was a transfer system in which BART riders will be able at some future date to insert a quarter in a machine and receive tickets entitling them to two rides on the Muni.

The Muni's Gerald P. Cauthen, project director of the coordination study, said the city would have to demand improvements in BART's specifications for the ticket-vending machines before it could agree to their installation.

PROBLEMS

Cauthen listed a few of the problems that were discovered when BART submitted its proposed specifications for the machines for review by the Muni.

- "Nothing in the specifications said the manufacturer had to supply a machine that would reject slugs."
- The money vaults for the machines were not designed to lock themselves when employees remove them so the coins can be emptied. In short, employees collecting coins would be on the honor system.
- The machine design did not have adequate "anti-fishing" protection to keep patrons from trying to recapture quarters that other customers had inserted in the machines.

"I was not inclined to take these specifications lightly," Cauthen said.

He was aware, he said, of some of the problems BART has encountered in trying to reduce the vulnerability of its own ticketing system to fraud.

CHANGES

In addition, Cauthen said the Muni asked for some changes in the printing of the transfer tickets, both to make them easier to read and to correct errors in BART's text.

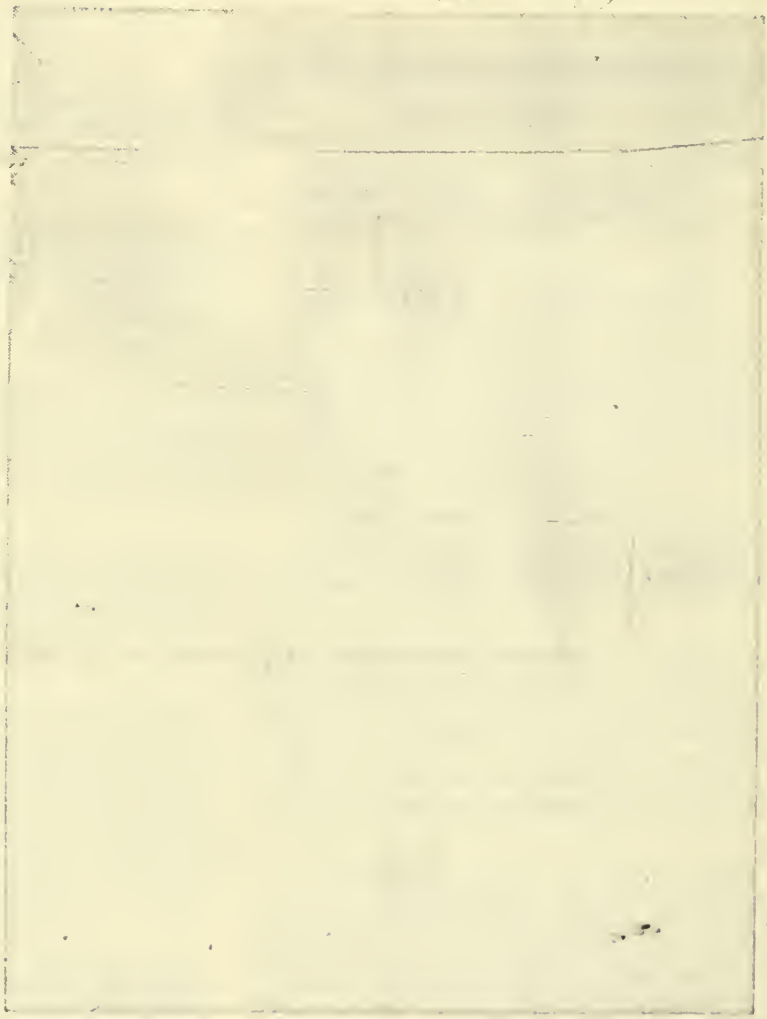
All of these complications and delays are in contrast to BART's arrangements in the East Bay, where passengers leaving BART stations simply push a button and receive a card entitling them to a free 25-cent ride on a connecting AC Transit bus. Since East Bay passengers pay the full 25-cent AC Transit fare to get to the station, the arrangement amounts to providing two rides for a quarter — the same rate San Franciscans will enjoy when the proper machinery is installed.

OPERATION

The East Bay system has been in operation since the first day BART began revenue service in September, 1972. But as Cauthen pointed out, the East Bay system has obvious flaws. Some passengers take buses only in the free direction and thus don't pay as much fare as BART and AC Transit feel they need to help pay for the money-losing service. In fact, some passengers can do even better than that.

They can take BART in one direction and then return home by bus with a free transfer. Cauthen said he and consultants from DeLeuw Cather & Co., the engineers advising the Muni on its coordination plans, came out with the alternative transfer-vending plan last May.

Hello to BART



How do you say hello to a new subway system? Here's one way. You string up a lot of banners saying "San Francisco Welcomes BART" and after that you stage a lot of varied entertainment, much of it centered in Union Square. That will take place this Saturday. This imaginative view of the Market Street scene was made by The Examiner's Fran Ortiz from Powell Street. He used a 300mm telephoto lens, faced his camera west and caught Twin Peaks in the distant background. See the story on Page 6.

Certainly enough of the public's money has been spent—well over a billion dollars— to produce a 21st century system rather than the current patchwork of disjointed lines upon which trains move uncertainly when they move at all.

BART's engineering consultant is the joint venture team of Parsons Brinckerhoff-Tudor-Bechtel which among other services advised in the placing of contracts with Westinghouse and the Rohr Corporation.

BART has paid or committed a total of $141 million to PBTB, part of which flowed through to sub-contractors. The complete current cost of the Westinghouse contract for the train control system is $37 million. Rohr is down for $161 million for 450 cars.

BART's train warning system is not as reliable as the Muni's primitive red and green lights in the Twin Peaks Tunnel. Until the system is reliably proven, the State Public Utilities Commission won't let BART begin its vital transbay service.

ALIBIS COME ILL from BART management and engineering counsel. Public impatience is well taken with BART failures that exceed in scope those that could be expected during a break-in period and with "bugs" in new equipment.

If the dismissal of Stokes would speed the day when BART lives up to its promises, we would join in saying that he should go. But we agree with the recent Arthur D. Little management report, which recommended that he be retained because of his long experience with the system. It noted the time that would elapse before a new general manager could learn his way around and take hold effectively.

Directors and manager should pull themselves together and begin demanding accountability for the engineering and manufacturing shortcomings that have deflated BART's hopes to be the public transit marvel of this part of the century.

San Francisco Examiner EDITO

Tues., Oct. 30, 1973

The blame for BART failures

A.ALAN POST, the state legislative analyst, was remorseless in his criticism of BART management in two days of testimony last week before the State Senate Public Utilities Committee. His chief target was B. R. Stokes, BART general manager for the past decade.

Though much of that criticism is surely justified, it seems to us that a major share of the responsibility must be laid at the doors of BART's engineering advisors and the two major contractors on the BART cars.

The BART board is made up entirely of laymen—the board chairman, for example, is William Chester, a longshore union official. These directors make policy. They are not electronics experts. They are not expected to know the difference between a transistor and a resistor. Nor is the BART management staff. Its job is to manage.

IN THE CREATION of an automated BART that has been ballyhooed all these years as certain to be the world's best, finest, safest, fastest—pick your own superlatives—the BART board and management were relying upon the expensive expertise of their engineering consultants and the technical know-how of the major contractors.

Friday

S A N F R A N C I S C O S Y M P H O N Y A S S O C I A T I O N

FRIDAY, NOVEMBER 2, 1973 AT 12:00 NOON

HALLIDIE PLAZA

SAN FRANCISCO, CALIFORNIA — Powell + Market

BART CONCERT

NIKLAUS WYSS, GUEST CONDUCTOR

Stuart Kanin, Concert Master

PROGRAM

NFARE	
ERTURE TO "RUSSLAN AND LUDMILLA"	GLINKA
NCE OF THE COMEDIANS, FROM "THE BARTERED BRIDE"	SMETANA
AINS	arr. WARD
EASURE TRAIN POLKA	STRAUSS
HN HENRY	arr. COPLAND
NGARIAN DANCES	BRAHMS
No. 1 in G Minor	
No. 6 in D Major	
No. 5 in G Minor	
ERTURE TO "ORPHEUS IN THE UNDERWORLD"	OFFENBACH

Presented by
SAN FRANCISCO SYMPHONY ASSOCIATION
David N. Plant, President Philip S. Boone, Chairman of the Board
Joseph A. Scafidi, General Manager

Master of Ceremonies
Stephen A. Baffrey,
director of publ. relations, Symphony

BART Serenade

By Arthur Frisch

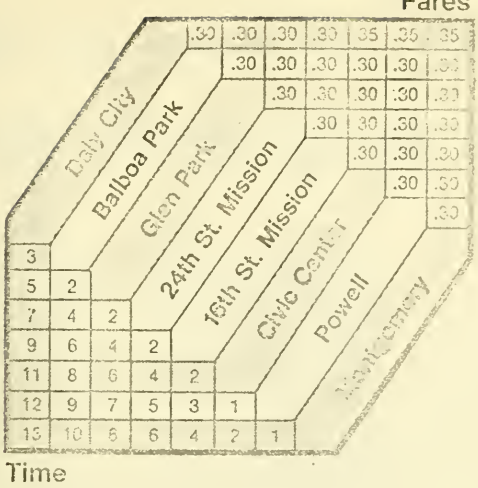
The San Francisco Symphony Orchestra saluted the opening of BART here with a noontime concert from the corner of Hallidie Plaza. Under the direction of Niklaus Wyss, the orchestra offered such appropriate selections as Dance of the Comedians, Pleasure Train Polka and the overture to Orpheus in the Underworld. This picture was taken from Flood Building

★ ★ ★

TO HELP WELCOME BART from Daly City Friday (why does that sound silly?), Niklaus Wyss will conduct 45 members of the S.F. Symphony at noon in Hallidie Plaza. They'll play a medley, Smedley, of "John Henry," Strauss' "Pleasure Train Polka," Offenbach's "Orpheus Stokes in the Underworld," and of COURSE "The Dance of the Comedians" from "The BARTered Bride." If something can

photo by Bruce Stabio

The speed of BART through the San Francisco underground tube gives the sensation of rushing down a vortex. The BART trains can reach speeds of 80 miles an hour. BART begins Daly City–S.F. service today



BART's Schedule of times and fares

BART service starting Monday will be on the same basis as the trains that have been running in the East Bay for 14 months: 6 a.m. to 8 p.m., Mondays through Fridays, at 10-minute intervals. Scheduled running time between downtown San Francisco and Daly City is 13 minutes. Fares within The City limits are 30 cents one-way and between Daly City and any of the three Market Street subway stations 35 cents. There will be no transfer arrangement with Municipal Railway buses or street cars at least until transbay service starts, hopefully in mid-1975.

BART in San Francisco

HIGH-SPEED weekday transit service from Daly City to downtown San Francisco via the Mission corridor begins this morning. It is another link in the Bay Area Rapid Transit District's 75-mile network and the first BART operation on the west side of the Bay.

Some of the disappointment over the excessive time taken for construction of the system and its escalated cost will perhaps be dispelled for San Franciscans in the excitement of having trains finally running under Market street and at least part of the system working. BART now says that by mid-1974 there will be service from downtown San Francisco to Oakland.

Until the day that trans-bay service begins, the bob-tailed 7.5 mile run from Montgomery street to Daly City will provide what merchandising experts call a market test. The effect of BART on Municipal Railway routes that now parallel it, and the extent to which Peninsula residents park their cars at the Daly City station and take trains downtown to work and to shop, should tell a lot about what may be expected when there is a link-up with East Bay BART routes to Fremont, Concord and Richmond.

Balboa Station

A high butterfly ceiling and skylight enclose the street-level concourse at the BART Balboa Park Station. Sculptured concrete walls and brick floors complete this mezzanine which covers the train subway platform below. Located at Geneva and Ocean Avenues, Balboa Park Station is the last BART stop before Daly City.

S.F.-Daly City Service Starts Today

The Fine Art of Riding on BART

By Peter Stack

With a little faith in modern technology, a bit of hustle in your bustle and peanuts in your pocket, you should have no trouble handling BART electric train service in San Francisco, which starts today on a regular basis.

Between the hours of 6 a.m. and 8 p.m., if the system works right, a train will stop every ten minutes at the eight stations along the 7.5 mile stretch of track between Daly City and Montgomery street.

From Daly City station, it should take you 13 minutes to travel to Montgomery street station, with stops at Balboa Park, Glen Park, 24th and Mission streets, 16th and Mission streets, Civic Center and Powell street.

At one point in the run — in the subway between Glen Park and the station at 24th and Mission streets — the trains are scheduled to hit a top speed of 80 miles an hour.

Anyone whose trip starts and ends inside San Francisco will be charged a 30-cent fare in each direction. The fare between Daly City and the three downtown Market street stations is 35 cents; between Daly City and Balboa Park, Glen Park and the Mission street stations, the fare is 30 cents.

For most people, the trickiest aspect of BART riding will be the business of purchasing and using tickets.

Here's how to do it, in more or less a nutshell:

Go to the BART station of your choice. Find a ticket machine. Since the machine gives no change, you may want to get change first at a change machine that accepts dollar bills and dimes, quarters and half-dollars.

If you put too much money in the ticket machine, don't worry. The ticket is good until it is completely used up. In fact, if you plan to take a roundtrip you may find it more convenient to buy a 60-cent ticket rather than make two 30-cent purchases.

To get to the boarding platform, put your ticket into the entry turnstile ticket slot. Go through the turnstile and the ticket will come out of another slot. Take your ticket and board the train.

Keep your ticket with you — this is important. When you get off the train, you will not be able to leave the station platform unless you have your ticket to activate the exit turnstile.

If you bought a 30-cent ticket but for some reason took a 35-cent ride, you must use the Add-Fare machine to get out. Put your 30-cent ticket into the Add-Fare machine, it will tell you how much more you must pay (a nickel), put the money in, and the machine will credit your ticket.

You may then leave the platform area by using your ticket at the exit turnstile.

Tickets may be purchased in any amount up to $20 worth. If you buy $20 worth, each time you use the ticket the ticket machines will subtract the amount of fare you have used and tell you how much you have left.

Each station will have a station agent (downtown stations will have two) to advise you in case you get confused or lost. The ticket system will be easy as pie after your first ride.

Here are some other things you should know, however:

• You may ride any one BART train for no more than three hours. If you board and get off within the 30-cent zone the three hour ride will cost only 30 cents. (or, at most, 35 cents).

• No smoking, drinking, eating, no transistor radios or tape recorders are allowed on platforms or trains.

• If you have to go to the bathroom at a station, you must go to the station agent and ask him or her to open the restroom door. This is done with a push button.

• If you drop your umbrella or anything else on the tracks, you must call the station agent on a white courtesy telephone, and security personnel will retrieve it.

• Under no circumstances should you step down to the roadbed near the tracks.

• Don't dawdle when the train stops. It will be stopped for 20 seconds only, so you must board as quickly as possible or wait ten minutes for the next train.

• Should you be hassled or in any way threatened by anything or anyone at the station, call for a policeman. BART policemen wear light blue blazers and dark blue slacks. In addition, San Francisco Police officers will patrol BART stations here.

• There is no BART service at present on Saturday or Sunday.

Complete information about the BART system (for both San Francisco and the East Bay) may be obtained by calling 788-2278 (or, if you prefer, 788-BART). Assistance will be provided at that number by BART personnel fluent in English, Spanish and Chinese.

With the start of service today, four trains will be running. Each train will carry between 290 and 360 persons. And, in case anything goes wrong on the system, two additional trains will be held on standby.

Regular S.F. BART Runs Start Today

By Michael Harris

After giving free excursion rides to about 60,000 visitors on Saturday, BART goes into regular business today on its new San Francisco-Daly City line.

Service on the 7.5-mile, eight-station route will be from 6 a.m. to 8 p.m. Mondays through Fridays, with trains scheduled to operate at ten-minute intervals.

"We're going to give the people of San Francisco one of the finest rides from Daly City to Market street you've ever had anywhere in the U.S.," William H. Chester, president of the Bay Area Rapid Transit District, promised at the start of eight ribbon-cutting ceremonies Saturday.

"We've had a few critics, but I don't pay them too much attention."

SPEAKER

The key speaker at all the ceremonies: one at each stop, was Mayor Joseph L. Alioto, who was almost single-handedly responsible for the decision to start BART service in San Francisco this fall.

The BART management had planned to hold off the start of operations in the city until the system could solve the train detection problems that have caused the state to deny the line permission to carry passengers through the $180 million transbay tube between San Francisco and Oakland.

Alioto informed BART's directors last August that further delays would be intolerable, and BART agreed to begin service at the start of November — the latest date Alioto would accept.

"The baby is not completely born," Alioto observed at Balboa Park station, the second to last stop on a ceremonial run that left Montgomery street at 9:45 a.m. and reached the end of the line at Daly City at 1:10 p.m.

SYSTEM

The system now operates in three segments — a Richmond-Oakland-Fremont line, a second East Bay branch between Oakland and Concord and the new San Francisco route.

"Now all we have to do is tie these all together in a transbay run, and I'm sure that is going to be sooner than later," Alioto predicted.

The earliest date BART can foresee for making the changes that the State Public Utilities Commission says are needed to avert the danger of rear-end collisions in the fully completed tube beneath the bay is next June — and that is acknowledged to be optimistic.

In the meantime, San Francisco service is to be run under the same safety restrictions the state commission has insisted on since BART first began carrying passengers in the East Bay 14 months ago.

TRAINS

Though the trains will be automatically operated between stops, they will not be allowed to depart from stations until BART supervisors telephone down the line to make sure the track is clear.

BART plans to run four trains at a time on the new line, each five cars long, and it expects the small fleet to carry a passenger load equal to the daily 36,000 presently served by 18 trains in the East Bay.

Two additional trains will be kept as spares in the hope that scheduled service can be maintained in the face of expected equipment breakdowns. In the East Bay, about one train in three that starts its run on a typical morning has to be replaced sometime during the day.

Fares will be 30 cents for service inside San Francisco; 35 cents between Daly City and the three stations beneath downtown Market street, and 30 cents between Daly City and the Mission District, Glen Park and Balboa Park.

SERVICE

It is expected that BART will extend its daily service until 10 p.m. during the peak of the Christmas shopping season. But nighttime and week end service is not planned until September, 1974.

It was not the technical and business details that captured the imagination on Saturday.

Visitors were far more interested in the smoothness of the ride and the luxury of the train interiors.

They also discovered a broad range of variety in station architecture, ranging from the almost antiseptic white of the twin Montgomery and Powell stations to the stunning Civic Center station with gray brick walls, marble floors and handsome medallions facing passengers at both the platform and mezzanine levels.

The $30.8 million Civic Center station was designed by architects Reid and Tarics.

STATIONS

The smaller Mission stations at 16th and 24th streets, each costing over $3 million, proved to be colorful, pleasant and in harmony with the Spanish-speaking heritage of the area.

The Mission stations were designed by Hertzka and Knowles, and each contain striking cast concrete sculptures by British artist William Mitchell to capture the attention of customers on their way from the bricked surface plazas of the stations to the mezzanines.

Architect Ernest Born, who joined with the firm of Corlett and Spackman in designing the $5.6 million Glen Park station, was present to hear praise for his light and airy station at Bosworth and Diamond streets.

The concourse at Glen Park is at street level, with skylights to help brighten the station platform, which lies a long flight below the surface.

NOTE

Perhaps the one jarring note in the station may be the startling use of bright paint to decorate concrete ceiling beams, an architectural decision that may result in detracting attention from the harmonious appearance of the station walls.

BART's General Manager B. R. Stokes remained in the background during what Alioto called the system's "mini-celebration," but the mayor praised him for "acting as a lightning rod" when critics blamed BART for its late start in service.

Initially, BART was scheduled to be in full transbay operation nearly five years ago.

"This system has been put together in the face of some of the meanest, most carping criticism of all time," Alioto said in the Montgomery street ceremonies. "This system will be running after its critics are all gone."

WORK

But later the mayor had kind words for critics, too.

"We do not say that all the criticism of BART has not been justified," Alioto declared at Glen Park. "The watchdogs of the public should always be vigilant to keep BART on its toes."

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6 November 1973

Dick Fischer, Producer
NBC Nightly News
30 Rockefeller Plaza
N. Y., N. Y. 10020

COPY

Dear Mr. Fischer:

I am writing to protest against the completely negative coverage of the opening of BART train service that was filmed on your national news program of Monday 5 November 1973.

The report, by Don Oliver of KNBC in Los Angeles, concentrated on complaints about delays of service, the protest of one small group at one of eight station ceremonies, and the delays in the scheduled openings.

This was in contrast with local headlines which read "BART Packs 'Em In" and "The City coos and cuddles up to BART." It was in further sharp contrast to other media reports, including television news.

One would, of course, have to agree that objective reporting should give attention to any criticism. It hardly seems proper, however, to report a major event as the BART opening in San Francisco and ignore any of the many spokesmen who considered it as a colorful and historic event.

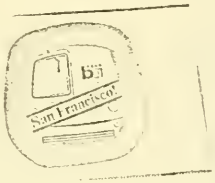
I would hope that you would consider the fairness doctrine in this case and give the City, or BART, spokesmen the opportunity to present another view.

Sincerely,

Bernard Averbuch

Bernard Averbuch
Executive Director

BE HERE TOMORROW FOR A FREE RIDE ON BART! BRING YOUR FAMILY FOR THE OPENING CEREMONIES AND THE FUN! WHILE YOU'RE DOWNTOWN, DROP INTO THE BIG E BASEMENT FOR SOME OF THE BEST BARGAINS OF THE YEAR! SHOP FRIDAY UNTIL 9; SATURDAY 'TIL 6.



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We're with you all the way.

Welcome to the neighborhood. We think BART is a great addition to the San Francisco side of the bay. And one that will help the entire Bay Area. As you probably know, we have a few stations of our own close by. So please feel free to stop in if you need anything.

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S. F. Progress November 2, 1973

21 YEARS OF PLANNING CULMINATE IN COUNTRY'S FIRST ALL-NEW SYSTEM

On Sept. 11, 1972, an Oakland matron strode through the fare gates to become BART's first paying passenger. That milestone, though signalling service on only a fraction of the full 75 miles and 34 stations to be phased into operation during 1973, nevertheless was the culmination of 21 years of planning and building the first all-new urban transportation system in the United States in more than 60 years.

1947, a joint Army-Navy study team had recommended a trans-bay underwater tube linking Oakland and San Francisco with a rail transit system that would take the growing traffic congestion off the Bay Bridge. That report served primarily to heighten consciousness of transportation problems on a regional scale. Four years later (in June 1951), the state legislature established the San Francisco Bay Area Rapid Transit Commission, comprising 26 members representing the nine Bay Area counties. The Commission concluded that a fast, efficient rapid transit system was the only answer to protecting the Bay Area environment from the eventual fate of other regions entirely dependent on the automobile. Consultants were hired to identify corridors and develop costs for an integrated regional rapid transit network. In early 1956 the first comprehensive rapid transit plan for the area was issued. It called for a transit system encircling the Bay from San Jose on the south to Santa Rosa and Napa on the north, with extensions to Fairfield and Brentwood.

The legislature acted on the Commission's recommendation. In November, the San Francisco Bay Area Rapid Transit District was formally constituted when its 16-member board of directors elected Clair MacLeod, Piedmont attorney, the first president. Early the following year, the District hired its first employee, B. R. Stokes, as public information director.

From the beginning, the BART concept was that of a transit system fast, efficient and attractive enough to take on "King Car" in head-to-head competition, and win. During the first year, close liaison was developed with city and county officials to determine the various BART communities' desires and needs, and intensive engineering and financial studies were undertaken. By April 1959, the District was ready to hire an engineering firm to prepare specific plans for the 123-mile system that would be presented to the voters. A joint venture organization was formed, beginning with Parsons Brinckerhoff, Quade & Douglas, the New York firm which had developed the original plan for the Commission. Two San Francisco-based frims, Tudor Engineering Co. and Bechtel Corp., completed the triumvirate. Thus, Parsons Brinckerhoff - Tudor - Bechtel, or "PBTB" became synonymous with BART as the largest joint venture engineering effort in the history of public works.

The District had hoped to go to the voters in June, 1960, but it soon encountered the first of the problems that were to become de rigueur in coming years. Negotiating with local officials on routes and station sites and other such matters took considerably more time to resolve than was anticipated. It was not until March, 1961 that the BART board adopted a final route plan. The plan included, in addition to the lines in the present system, extensions from San Francisco to San Rafael and Palo Alto.

Marin balks

Able leadership was provided in this period by the District's second president, Adrien J. Falk. The San Francisco businessman would guide the board through seven difficult years and become affectionately known as "the father of BART."

Before the route plan could be sent to the voters, it required review and approval by each of the county board of supervisors. In three counties, this met with little difficulty, but not in San Mateo and Marin counties.

Despite a poll which showed over two-thirds of the San Mateo voters favoring rapid transit, the county supervisors voted in December, 1961 to withdraw from the District. Their

reasoning was that BART did not offer sufficient advantage over the already-existing Southern Pacific commuter line between San Jose and San Francisco to justify the higher property taxes that would be needed to pay for BART.

In Marin, the problem was more technical than political, revolving around the Golden Gate water barrier to San Francisco. The alternatives were to add a second deck on the Golden Gate Bridge for trains, or to build an underwater tube near the Gate. As the latter was acknowledged to be prohibitively expensive, the Bridge crossing was the only practical method. BART engineering consultants said the Bridge could safely handle trains. The Bridge District's consulting engineers and board of directors held that trains were not feasible on the Bridge. The last hope for retaining Marin in the core system was extinguished when a three-man panel of experts resolved the engineering tug-of-war by supporting the Bridge District's position. Thus, Marin bowed out of the BART District in early 1962.

Voter reaction

After the necessary revisions, the plan for an estimated billion dollar, 75-mile system was put to the voters of the now-three-county District.

On Nov. 6, 1962, the voters approved the bonds by a slim 1.2 per cent margin over the required 60 per cent District-wide average.

Significantly, the approval voted in each county paralleled that county's degree of urbanization; completely urbanized San Francisco recorded a 67 per cent favorable vote, partially urbanized Alameda, 60 per cent, and least urbanized Contra Costa, 54 per cent. (Only 21 per cent of Contra Costa residents voted.)

Plans called for the system to be in full operation by July, 1971, but almost immediately a taxpayers' suit challenged the legality of the bond referendum, and became the first in series of unforeseen delays. Work on the project was stopped for seven months until June, 1963, when the courts found in favor of BART and dismissed the suit

New problems arose. When the engineers' plan was first presented, officials of various cities approved it uncritically, perhaps assuming a bond issue of such magnitude would not be successful. With rapid transit an approaching reality, changes were demanded by practically every city on the line. Stations had to be closer to a planned business district, to a tourist center, to a college and so on. Street closures and parking lots caused more time-consuming disputes. Feasible changes were accommodated, otherwise the plans held firm. After prolonged negotiations, several cities decided they wanted costly changes enough to pay for them themselves. Berkeley passed a special $20 million bond issue to change its transit route from aerial to subway. San Francisco businessmen raised "seed money" to add the Embarcadero Station to the system. These were improvements, to be sure, but their resolutions were not without an impact on construction schedules and increased project costs.

Finally, in June 1964, President Lyndon Johnson touched off a dynamite charge on the right-of-way near Concord, and construction of the system was underway.

Cost overruns

With system construction and hardware development well progressed, financial clouds began to gather in late 1965. Early the following year, the legislature investigated cost overruns on BART contracts, then totaling $164 million. The investigation determined that the deficit was in part due to rampant inflation and partly to substantial improvements in stations and equipment over original plans. An inflationary factor of 3 per cent, presumed from a 1957-61 base period, had been incorporated in the original cost estimate. Indeed, after track construction, it was the second largest item in the estimate. However, by the mid-60s, inflation was averaging an annual rate twice the expected 3 per cent.

Economy measures were increased while all possible sources of additional funds were explored. Federal grants for specific projects were obtained, but these were not enough to avert the crisis.

By 1968, the original bond proceeds were down to the point where insufficient funds would be left to complete the system and purchase rolling stock. Despite mounting public pressure to cut back the system to 57 miles and reduce the proposed level of service, BART directors stood their ground. In March, 1968, they reaffirmed that their earlier decision to complete the entire 75-mile system would stand as promised to the voters. Finally, after much soul-searching and debate, the state legislature authorized BART to levy a one-half-cent sales tax in its three counties to cover the deficit with sales tax revenue bonds. Governor Reagan signed the bill in April, 1969. The tax is expected to pay off the bonds and end by 1974.

The curtain went up on the first 28-mile, 12-station leg of the system on Sept. 11, and within three months that truncated line had carried 1.3 million passengers a total of more than 28 million passenger miles. Then on Jan. 29, 1973, service was extended to Richmond, 11 miles and six more stations northward, bringing into operation the entire north-south half of the system. Next came the May 21 opening of the Concord line, stretching 19 miles and six stations eastward from Oakland into suburbia.

There is little doubt that BART has had its share of start-up problems, and will continue to experience growing pains. But it's technology — and its visionary concept — so painstakingly developed over the years, are sound. The Bay Area's first regional rapid transit system is on the verge of fulfilling the giant-sized dream of men like Adrien Falk. And the future is full of promise for extending the system into the true regional network it was conceived to be almost a quarter century ago.

A new Market St.

a new downtown

Nowhere in the three-county BART system have years of cooperative planning and building produced more dramatic changes than on the San Francisco Line.

"I don't think there is any question that the BART project has been the central force in the wave of beautification, reconstruction and new construction we are seeing, particularly in downtown San Francisco," said Jack Barron, project manager of the Transit Task Force which coordinates BART-related construction among many San Francisco city and county departments and agencies.

Prime examples of years of cooperative planning and building on BART related projects are the stations along the Market St. and Mission St. subways, with plazas and networks of sidewalk and building entrances.

The first BART-related plaza was completed in 1969 in conjunction with the 38-story Aetna Life and Casualty Building at the intersection of Post, Montgomery and Market Sts. Known as the Crocker Plaza, its 8,000 square-foot lowel level leads directly into the concourse of the Montgomery Street Station. An escaltor carries patrons up to the sidewalk level. Mature landscaping fully enhances the beauty of the plaza in the Financial District.

Arcade

In addition to the Crocker Plaza and five other sidewalk entrances, the Montgomery Street Station has an arcade entrance leading into the Wells Fargo Bank Building which will soon be open.

Completed last March was the Powell Street Station's Andrew S. Hallidie Plaza which lies in two triangular sections at Fifth and Market Sts. Together, the large patronage station and plaza will be a major day and night activity center for shoppers, office workers and tourists.

Patrons descend to the plaza's lower level, via escalators or stairways, which lead directly into the station concourse. The Fifth St. extension or "bridge" separates the two plaza sections and forms a promenade to Eddy St. Beneath the extension an enclosed arcade, which connects the two plaza sections, will house shops or other tourist-oriented activities.

The plaza is dramatically terraced with granite set in vertical slabs, with an amphitheatre configuration that lends itself to concerts, shows, and a wide range of community activities. The terrace levels form planters for a variety of plants and trees which will bring out the Plaza's full beauty when they mature.

In addition to the Hallidie Plaza entrance and six sidewalk entrances, the Powell Street Station has building entrances into California Savings, Woolworth's and the Emporium. Still another tunnel entrance will lead into Yerba Buena Center when it opens.

Scenic view

Another large and impressive plaza to complement the Civic Center Station has been designed, but remains to be constructed. Called the United Nations Plaza, it will cover nearly an acre within the Hyde-Leavenworth-McAllister Sts. sector bordering the north side of Market St. In this sector Fulton St. will become a tree-lined mall leading to City Hall. A fountain with water cascading over massive granite slabs; will dominate the east side of the plaza. A plaza entrance to the Civic Center Station located near the Fulton St. Mall will provide a dramatic view of City Hall to BART patrons. The plaza will be lushly planted with mature oaks, poplars and other greenery to complement the landscapig already in the Civic Center.

Envisioned as an impressive gateway to the downtown and Civic Center area, the United Nations Plaza is scaled to accommodate ceremonies and parades, as well as a large flow of metropolitan visitors and workers to and from the BART station.

The Civic Center Station has seven sidewalk entrances located on both sides of Market St. between Seventh and Eighth Sts., with the additional plaza entrance to open with the plaza by early 1975.

The Hallidie and United Nations plazas are major projects in the $35-million Market St. reconstruction and beautification program approved by the city's voters in 1968.

On Mission St., the 16th St. and 24th St. subway stations have surface plazas whose design follows that of the four-blocks beautified in an earlier BART-City cooperative program for that street.

The Balboa Park Station's plaza at Diamond and Bosworth Sts., and the plaza designed for the West Portal (Muni) Station, both involved cooperative planning between BART architects and the City's Recreation and Park Department.

The construction of the BART subway, with its stations and related plazas, drew upon the efforts of the major city departments working with BART through the Transit Task Force. For example, the BART project resulted in upgrading, as well as rerouting, of the maze of water, sewer, and electrical utilities beneath Market and Mission Sts. This complex aspect of construction alone involved all departments responsible for city utilities. Other aspects of the project involved city planning, real estate, and traffic specialists. All contracts in the Market St. project, including the plazas, were administered by the Department of Public Works. Architectural design is being carried out by the joint venture firms of Mario J. Ciampi & Associates, John Carl Warnecke & Associates, and Lawrence Halprin & Associates. (The stations themselves were designed by BART's architectural firms.)

Established under the Mayor's Office, Transit Task Force policy is formulated through a Technical Advisory Committee of eight leading city officials. Jack Tolan, the Mayor's Deputy for Development, is chairman. The staff is headed by Project Manager Jack Barron.

The story of the BART subway and its related Market St. beautification projects would not be complete without emphasizing the supportive role played by the downtown business and property owners and citizen organizations. These individuals and groups have principally coordinated their efforts through the Mayor's Advisory Committee and the Market Street Development Project. Their roles have been major ones in the enhancement of the BART project and its modernizing impact on downtown San Francisco.

How to use BART

Despite the much - discussed technological sophistication of the Bay Area Rapid Transit system, BART's first San Francisco line passengers will find BART unexpectedly easy to use.

BART has taken pains not only to design easy functionality into the system, but to communicate it to its riders.

When service starts on the 7.5 mile Montgomery-Daly City segment Monday, each of the eight stations on the route will be stocked with free, pocket-size folders which have distilled the process of riding BART into four basic steps. These illustrated, color guides will be available from tall, triangular kiosks standing just inside each station entrance, and at BART ticket sales displays located in numerous San Francisco bank branches.

The pocket guide is aimed at enabling passengers to ride BART without personal assistance, relying on the variety of automated equipment and informational aids built into the system. The guide will also list BART's toll-free information numbers. The BART Phone Information Center, has English, Spanish and Chinese-speaking operators dispensing BART and Municipal Railway information from 6 a.m. to 8 p.m. Monday through Friday.

As explained by the folders riding BART very simply consist of:

- Planning your trip, using the BART route maps liberally dotting the walls of stations and trains, and consulting the schedule of trains, fares and travel times contained in the pocket guides.

- Buying a ticket at BART stations, and using it to pass through the automatic entrance gates to the system.

- Getting on the proper platform and right train for your destination, following conventional and lighted electronic directional signs. And knowing when to get off, by listening for announcements of station stops on the train public-address system or by simply learning the sequence of stations from wall maps in the cars. Each station may be easily identified from signs along the boarding platform.

- Exiting, using your same ticket in an automatic fare gate. If there is fare left over on the ticket the ticket will be returned automatically by the exit gate to be used for another trip. On occasion a ticket may be rejected by the exit gate and indicated by a flashing sign that the ticket is underpaid for exit at that particular station. The patron would then go to what is called an addfare machine which, when the ticket is inserted, will show how much the value must be increased. After paying the additional fare into the addfare machine the ticket will be returned and the patron may then exit through the gate. Station agents will be on hand for any additional assistance that might be required.

Discounts

Special discount tickets may be purchased by senior citizens 65 years of age or over and youngsters 12 years of age or under at most local branch banks. The discount is 75 per cent of the normal value of the ticket. The banks also will have regular fare tickets on hand.

The longest ride on the San Francisco Line from the Montgomery Street Station, located at Market and Montgomery Sts., and the Daly City Station will cost 35 cents and take approximately 13 minutes.

Art in BART stations

Photo murals and wall sculptures of concrete and glass in four San Francisco stations resulted from BART's decision to add further dimension to the already handsome station designs. The artwork was commissioned under the Station Art Program, through which BART hopes to eventually acquire works of art for all the stations.

William Mitchell, British sculptor who did several works for BART stations in the East Bay, designed and executed geometric wall sculptures in concrete lining the entrances of the 16th St. and 24th St. Mission stations.

Three dimensional 50-foot high glass sculptures by Mitchell will be unveiled when the Embarcadero station at the foot of Market St. is completed in 1976.

At the Civic Center Station, architects Reid & Tarics have used photo murals to capture the tone of San Francisco's governmental and cultural square. A large photo mural in the mezzanine extension reproduces the original blueprint for City Hall by architect Arthur Brown, Jr. On the train platform wall are three large round photo reproductions of the faces carved on San Francisco's City Hall.

Freestanding advertising structures with backlights, and circular concession stands with super graphics in the Montgomery and Powell St. stations, while not part of the Station Art Program, might qualify as artwork. Colorful advertising in these stations was designed to contrast strongly with open, white mezzanine corridors. On the platform level below wide horizontal red (Powell Street Station) and Blue (Montgomery St. Station) Stripes carry out the same function on walls lining the train tracks.

BART's police force

Although safety and comfort of BART patrons is a vital concern of many district employees, much of this responsibility rests with BART's Police Services Department.

To assure full protection of high-patronage trains and stations on the San Francisco Line, the department has expanded its field force to 70 police officers and supervisors, with full professional peace officer status under California law.

Organized as one of the most progressive community police departments in the Bay Area, BART Police Services emphasizes a "low profile" or non-military approach to law enforcement, and maintains a sensitivity to the different needs of the communities within the three-county District. BART police officers currently average 32 years of age, two years of college (in social or police science), and seven years of professional police experience.

The department is headed by Ralph Lindsey, a veteran former FBI agent, Deputy Chief is William B. Rumford, Jr., a professional police administrator who also serves as a Berkeley City Councilman.

"Our patrol activities have emphasized efficient, regular coverage of trains and stations along the 56 system miles in the East Bay," said Lindsey. "In San Francisco, our activities will involve the larger crowds we expect in both stations and trains."

With its operations expanding as system revenue service expands, Police Services now totals 100 employees. In addition to the large field operations force, departments carry on other administrative and technical activities common to all police departments, such as operations of BART's 24-hour police communications network. A central police dispatcher is in constant contact with officers in the department's fleet of patrol cars moving from station to station, as well as the officers on trains and stations who carry two-way radios.

All BART patrol officers are armed and patrol in plainclothes or in uniform. When in uniform, they are easily identified by their light blue blazers with nameplates, and dark blue trousers.

The field patrol force includes several professionally trained women officers of full peace officer status. Minority personnel comprises 40 per cent of the department.

Rounding out the Police Service staff are two K-9 teams who have recently joined the force to help patrol trains and stations where needed.

"We're extremely encouraged with our first two dogs," said Rumford. "They are extremely well-trained by the San Francisco Police Department, but they're also normal, friendly dogs. The kids love them, and it looks as if they are going to be excellent good will ambassadors for BART."

Although BART police officers spend a good part of their time finding lost children and doing other good deeds, there is a more serious side to their business.

"Persons fleeing from the scene of a local crime don't always realize that BART is a good place to get oneself caught. As a result, we have apprehended a number of wanted suspects and turned them over to the proper jurisdiction."

Thus far, BART has been completely free from crimes against persons. Crimes to date have involved the theft of cars and bicycles, and station surveillance has been increased. Juvenile vandalism continues to be a problem, especially rock-throwing at passing trains. BART police officers are working with schools and other local groups — sometimes visiting homes — to develop direct channels to youngsters in the vandalism areas.

In its responsibilities for law enforcement throughout the three-county system, BART Police Service is supported by local enforcement agencies.

Bike racks too

With the opening of the San Francisco intra-city line BART will be providing free bicycle racks at five additional stations — as in all stations throughout the system which have parking lots or plaza areas. The five stations are Daly City, Balboa Park, Glen Park, 24th St. Mission and 16th St. Mission.

Specially designed to fit the tone of the BART system, the racks consists of vertical stands of heavy galvanized iron. Both front and back wheels of a bike can be secured to the rack, using a special high-security $\frac{3}{8}$s inch chain constructed of steel alloy, then coated with heavy vinyl to prevent scratches. Cyclists need provide only their own bikes and padlocks.

In addition to the bike racks, a pilot program of coin-operated bicycle storage lockers offers another service to cyclists. Storage lockers were built to offer total protection by completely enclosing a bicycle cubicle. A total of 60 lockers, built and owned by Bicycle Lockers, Inc. of Walnut Creek, has been installed at the following stations: Fremont, Union City, South Hayward, Bay Fair, San Leandro and Lake Merritt. The user pays 25 cents a day, or a low monthly rental fee. The locker program is being evaluated for possible expansion to Concord Line and San Francisco line stations.

The San Francisco line an engineering challenge

Though only 8.3 miles in length, building the San Francisco segment of the BART line was considered by engineers to be one of the most challenging construction projects in history, the most difficult part being the sections of downtown subway. Years of planning and precise engineering went into the job before the actual building could begin.

But even the haphazard scene on the surface gave no clue to the activity underneath. There engineers and contractors wrestled with the host of problems they had anticipated during the planning years and some they had not anticipated.

The utilities problem was the first encountered. Engineers and contractors found a maze of utilities, criss-crossing at crazy angles in a layer 10 feet deep. During the last 100 years, more than 200 utility companies "planted" facilities of one kind of another under Market St. Many had been abandoned and did not even show on the available plans. Threading through them, however, were live lines and conduits of all sizes and shapes — sewer, high pressure water, fire alarm lines, high voltage power lines, gas, and steam all of which were an ever present danger. They would have to be moved or suspended in place while the workmen excavated around them and then built new concrete conduits to house them.

The porous sands, saturated with water, created great hydrostatic pressures. Thrusting against too light a station structure, the pressure could literally push it out of shape. To offset these forces the engineers specified heavy concrete bases—seven feet thick in some cases and steel crossbeams up to six feet deep. The water posed another problem. It had to be kept in place around the existing structures and out of the excavation.

One method was use of the so-called "slurry wall," a technique which really came into its own on the BART project. With this method, the contractor excavated a trench all around the perimeter of the proposed station site. As he excavated — perhaps to 100 feet deep — he kept the trench full of a heavy bentonite slurry. The slurry formed a barrier which kept water from seeping out of the adjacent area. The contractor then filled the trench with concrete, piping it down to the botom of the ditch and simultaneously displacing the slurry until the trench had become a solid concrete wall.

Tunnelling between stations was an entirely different operation. BART engineers designed the subway tunnels under San Francisco, Berkeley, and Oakland to be awarded in small enough sections to attract as much competitive bidding as possible. The result was that tunnelling was conducted at 36 different headings, one of the greatest concentrations of tunnelling work in construction history. Under Market St., the subway lines are two abreast and two deep. Several methods of tunnelling were used, depending on individual situations, but the most extensive tunnelling for soft ground excavation was achieved by the giant mechanical moles. These were machines with revolving cutters which bored their way through the earth at an average rate of 35 feet a day and at a cost of $2,142 per foot.

While the BART project has occupied the attention of San Francisco Bay Area residents for more than a decade, it will also mean much to commuters in other cities where engineers are now planning and building similar systems. Thus BART was a proving ground for a multitude of new design ideas and construction methods.

BART opens

5 November 1973

Service between downtown San Francisco and Daly City starts at 6:00 am. today. Trains will run every ten minutes between the eight stations on the line. BART will operate Monday through Friday from 6:00 am. to 8:00 pm.

The BART ticket

This is a BART ticket and it works something like a pass. It's good for any length ride you take in either direction and it's just as valid on BART's East Bay lines as it is here. Ticket machines in the stations will accept coins or bills (ones and fives only) in any amount from 30¢ to $20 and issue a ticket magnetically credited for the amount you've put in. *Ticket machines do not make change.*

Change machines for coins and *$1 bills* are located near the ticket machines. (Change cannot be made for bills of larger denominations.)

You use the ticket to enter *and* exit. Your fare is automatically deducted at the exit gate and the ticket is returned to you until you've used up the value "stored" in it. A $10 ticket will be good for 33 rides between 24th Street and Civic Center with 10¢ left over. Then, at an "Add-Fare" machine, you could add 20¢ to it for one more ride.

Entrance gates will also accept a quarter and a nickel (no dimes) for the minimum fare. 30¢ is all it costs to go anywhere on the line except between Daly City and the downtown stations at Powell, Civic Center or Montgomery Streets where the fare is 35¢.

To make things even more convenient, local banks sell BART tickets in $10 and $20 values. These save you even more time at the station since you just walk straight to the entrance gate and pass through.

Senior Citizens and children can ride for one-fourth the regular fare.

Special red discount tickets for senior citizens (65 and over) and children (12 and under) cost $2.50 each and are good for $10 worth of rides. A saving of 75% over the regular fare! These special discount tickets are available *only* at banks, not at BART stations.

The Third Rail. A Warning.

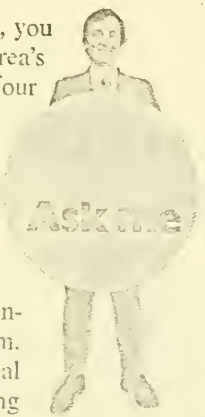
BART is an electrified system. The third rail running along the tracks is charged with 1000 volts. Parents and teachers are urged to tell children to stay well away from the tracks at all times. The rail is partially shielded but contact can inflict serious or fatal injury.

Got a Question?

When you're at a station, there are maps of the area around the station which show connecting Muni lines and points of interest. There are also free pocket guides about tickets, bus connections, and how to use BART. They're all helpful and come in Chinese and Spanish, as well as English.

Station agents (in the Information Booth at the station's fare gates) will be glad to answer any questions. So will every BART employee up and down the line. Just ask.

If you're not at a station, you can get help by dialing your area's three number prefix and the four letters B-A-R-T.



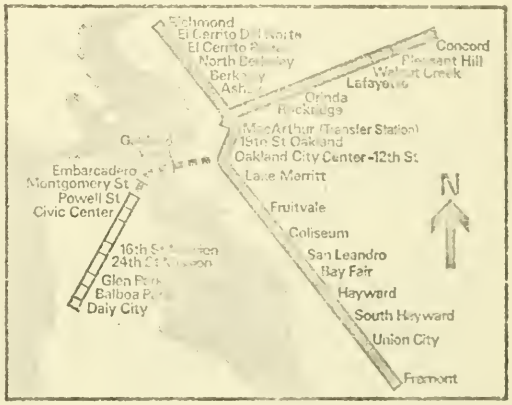
San Francisco/Daly City 788-BART
Oakland/Berkeley 465-BART
Hayward/San Leandro 783-BART
Richmond/El Cerrito 236-BART
Fremont/Union City 793-BART
Walnut Creek/Concord 933-BART
Livermore/Pleasanton 462-BART

BART's Information Center operates daily from 6:00 am. to 8:00 pm. There are bilingual Spanish and Chinese speaking operators on duty from 8:00 am. to 5:00 pm. And all calls are toll-free (except in Marin County).

The BART system.

The Bay Area isn't the easiest place to get around in. Over the years, several transit systems have been developed to cope with its problems. Cable cars were invented to climb up the steep hills. Ferries and bridges have carried people over the water; and buses and automobiles use the freeways for the long distances between urban areas.

Eleven years ago, a Bay Area transit study recommended a completely new rapid transit system, and now BART has joined forces with the others to bring the Bay Area a comfortable, convenient new way to get around.



As you can see, the BART lines follow the Bay Area's natural transportation routes—running parallel to existing highway and railroad rights-of-way in Alameda, Contra Costa, and San Francisco Counties. BART's East Bay lines, which began operating in September, 1972, already carry 37,000 passengers a day.

The most vital section of the entire system is the trans-bay tube which links San Francisco to the East Bay. It is the longest underwater rapid transit tube in the world. It extends to six miles including the San Francisco and Oakland approaches. At its deepest point, it lies 130 feet under the surface of the water. When we open the entire system, BART trains will travel through this tube from downtown Oakland to downtown San Francisco in nine minutes.

BART's Commemorative Publication available in deluxe edition.

We've reprinted a limited number of BART's special 16-page booklet which appeared as a newspaper supplement last fall. It contains many color photographs and detailed information on the history and workings of BART. A blue and silver hardbound edition is now available for $7.50 including tax and postage. Just send in this coupon with your check to BART Passenger Services, 800 Madison Street, Oakland, California 94607.

Please send me the special 16-page booklet on BART. I enclose $_____for_____copies.

Name

Address

City State Zip

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

INTER-OFFICE COMMUNICATION

To: Addressees

Date: October 31, 1973

From: D. M. Soblin

Subject: Staff Assistance to SF Festival Station Committees - Assignments

Although each station ceremony for the San Francisco Festival is being directed by the local committee chairman and his staff, it is felt that a responsible, experienced BART staff member be on hand to assist. This is agreed to by the local chairmen.

The staff people assigned are not "managers" as in the past, but will be on hand to advise the local people in last minute problems, and serve as liaison between the city folks and BART employees. I ask that the assigned people call the ceremony chairmen right away to introduce yourselves and make any necessary arrangements you feel appropriate, such as report time, etc.

STATION	BART STAFF MEMBER	STATION CHAIRMAN
Powell Street	Bill Benedict	Bernie Averbuch 362-2500
Civic Center	Helen Twogood	Frank Miralda 861-4355
16th Street	Jack McDowell	John Healy 983-2015
24th Street	Larry Ferolie	Becky Schettler 647-7445
Glen Park	Dick Shephard	Bernie Kelly 334-2526
Balboa Park	Kay Jaynes	Ed Farrah 584-1526
Daly City	Edna Porter	McRoberts Stewart 756-3833, 992-4500

Thank you,

P.S. There will be a meeting Wednesday, October 31, at 2:30 p.m. in the Board Room to discuss the line opening. You are welcome to

NEWS from

Mayor's Committee for

San Francisco BART OPENING festival

Graham Kislingbury—Public Relations
988 Market Street, San Francisco, CA 94102 · (415) 474-2651

SAN FRANCISCO PUBLIC LIBRARY
94102

Hallidie Plaza at Powell and Market Streets was officially opened today during ceremonies which included an address by Mayor Joseph L. Alioto and the unveiling of a permanent inscription memorializing Andrew S. Hallidie.

The inscription reads: "This plaza is dedicated to Andrew S. Hallidie, developer of the cable street railway in 1873. His ingenuity gave San Francisco the cable car - memorialized in song, declared a national landmark and forever loved by the people."

A concert by the Sixth United States Army Band kicked off festivities at the Plaza - the first completed phase of the 34.5 million dollar Market Street Beautification Program. The Sixth Army Color Guard presented the flags.

Paul Speegle was master of ceremonies and introduced the Mayor and other speakers, including Sidney A. Haag, Chairman of the Mayor's Committee for the BART Opening Festival; William Chester, president of BART Board of Directors; Mrs. Hans Klussmann, chairman of the Cable Car Centennial, and J. Howard Patrick, chairman of the Mayor's Advisory Committee for Market Street.

Hallidie Plaza has been under construction since January of 1972 and was designed by William Hull of the Joint Venture Architects. Christensen and Foster of Santa Rosa were the builders.

The Plaza serves to connect the street with the concourse level of the BART Powell Street Station, which is predicted to be one of the most heavily used stations in the entire system.

(MORE)

continued -

Triangular in shape, with its long base along Market Street, the Plaza is divided into two unequal sections by the Fifth Street extension. The two parts are connected by a broad, arcade-like passage under Fifth Street. Along one side of the passageway is a glass-enclosed space designed to accommodate a visitor-oriented activity. In the eastern section of the Plaza is the BART station.

Both stairs and escalators provide easy access to the central sunken portion of the Plaza which is laid with brick in a herringbone pattern.

The walls of the central portion of the Plaza are terraced and will eventually be covered with masses of Baltic ivy.

Rosemary, wisteria and other hardy plants will be grown in planters in the lower three terraces.

Three different types of trees will grow in the Plaza-honey locusts, carobs and London Plane.

Additional color will be obtained by the use of seasonal flowers in the various planters throughout the Plaza.

At night the plaza will be fully illuminated.

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3/14/73

NEWS from
Mayor's Committee for
San Francisco BART OPENING festival
Graham Kislingbury—Public Relations
988 Market Street, San Francisco, CA 94102 · (415) 474-2651

FOR IMMEDIATE RELEASE

San Francisco's BART Festival got underway this morning (11-1-73) with the public opening of an antique vehicles display music -- and a stagecoach hold up -- in Union Square.

Featured in the vehicles exhibit is the original stagecoach that was held up twice by Wild West outlaw Black Bart. A 'mystery' Black Bart surprised the crowd during the ceremonies when he held up the stagecoach, and almost got away with the strongbox.

The culprit turned out to be Bill (William F.) Murray, San Francisco's former fire chief. When he was a little boy Murray had known Black Bart.

Early 1900's fire equipment and several vintage automobiles also are on exhibit through Sunday, Nov. 4. The stagecoach is from a famous collection of stagecoaches and covered wagons of Meade Simpson, Hood, California.

Representing the city at the Union Square ceremonies was Thomas Mellon, Chief Administrative Officer, City and County of San Francisco, with Sidney A. Haag, General Chairman, Mayor's Committee for the BART Festival. Co-chairmen of the four-day Union Square events Paul Handlery, President, Handlery Hotels, and Kenneth Scholl, General Manager, Sir Francis Drake Hotel, also participated.

Joe Allen, Managing Director, War Memorial of San Francisco, served as master of ceremonies. Music was provided by University of California's Marching Band who played until 1:30 p.m.

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Mayor's Committee for
San Francisco BART OPENING festival
Graham Kislingbury—Public Relations
988 Market Street, San Francisco, CA 94102 · (415) 474-2651

SAN FRANCISCO BART FESTIVAL PROGRAM

Friday, Oct. 26 - Market Street and Mission Street to be decorated with welcome flags.

Downtown stores featuring BART window displays.

The Emporium featuring special window displays including giant murals of the Gold Rush Days by Sacramento artist John B. Matthew.

UNION SQUARE EVENTS

Thursday, Nov. 1 - Opening of Antique Vehicles exhibit including the original stagecoach held up twice by Black Bart. Exhibit will be open through Nov. 4.

11:30 a.m. - 1:30 p.m. - University of California Marching Band

11:45 a.m. - Ceremonies and stagecoach hold-up

Friday, Nov. 2 -

11:30 a.m. - 1:30 p.m. - Golden Gate Gringos Band

9 - 10 p.m. - USC Trojan Marching Band

Saturday, Nov. 3 -

12:30 - 2:30 p.m. - Lower Market Street Boys Dixieland Band

Sunday, Nov. 4 -

12:30 - 2:30 p.m. - Ghirardelli Square Gondoliers Band

HALLIDIE PLAZA

Friday, Nov. 2, 12 Noon, Open-Air concert by San Francisco Symphony

SPECIAL OPENING CEREMONIES, Saturday, Nov. 3, Each BART Station

Program includes bands, celebrities, choral groups, dancers and other entertainment. Station activities are scheduled to begin as follows:

9 a.m. - Montgomery Street Station, Market at Montgomery
Ray Hackett's Orchestra

9:30 a.m. - Powell Street Station, Market at Powell
Walt Tolleson's Band

BART FESTIVAL PROGRAM

SPECIAL OPENING CEREMONIES, Saturday, Nov. 3, CONT. --

9:45 a.m. - Civic Center Station, Market at Eighth
Jack Dupen's Red Garter Band

10:15 a.m. - 16th and Mission Station
U. S. Coast Guard Band

10:45 a.m. - 24th and Mission Station
Raymundo Caronado and His Mariachi Band

11 a.m. - Glen Park Station, 2901 Diamond at Bosworth
Red Garter Band

11:30 a.m. - Balboa Park Station, 401 Geneva at Ocean Avenue
San Francisco City College Pep Band and the
Balboa High School Orchestra

12 Noon - Daly City Station, 400 Knowles at San Diego
Jefferson High School Band

Mission Street parade from 16th to 24th streets, includes beautiful floats, marching units, bands, local merchants and associations, and other novelties. Begins at 11 a.m.

FOLLOWING STATION CEREMONIES--Free rides for the public on BART trains.

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For BART Festival Program

information, call 558-2195.

****

BART BULLETIN

News of Special Interest to BART'S Riders

WELCOME TO BART

Today, we want you to be our guest at a preview of the BART experience. Until 6 p.m. tonight, you're welcome to inspect any of the eight stations between Montgomery Street and Daly City, buy souvenir tickets, and take a brief, free train ride.

Unfortunately, since there are only 8 BART stations and nearly 700,000 San Franciscans, chances are you may have to wait in line. To avoid crowding and possible accidents, we ask you to wait outside the station until space inside becomes available. So that we can give rides to as many people as possible, trains will go only to the next station and back. We ask your cooperation in leaving the train as quickly as possible after your ride, in order to make room for others.

As you know, on Monday BART will begin regular passenger service between downtown San Francisco and Daly City, running trains every 10 minutes Monday through Friday between 6 a.m. and 8 p.m. We look forward to having you as a regular customer.

If you have any questions about BART and its San Francisco service, just ask any employee wearing an "Ask Me" button. We're glad to have you with us, and hope your introduction to BART is a pleasant one.

BART
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

OCTOBER 1973 NEWSLETTER

market street development project

70 MARKET STREET SAN FRANCISCO, 94102 • 362-2500

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uncil of Carpenters

XECUTIVE DIRECTOR
RNARD AVERBUCH

PROGRAM FOR THE FIRST BART FESTIVAL CELEBRATION

Sidney A. Haag, General Chairman

The ceremonies welcoming BART revenue service in San Francisco are scheduled to open Saturday 3 November 1973. This is a summary of the events to be held that day. The revenue service will officially begin the following Monday 5 November 1973.

Market Street from 1st to Van Ness Avenue, Mission Street between 16th and 26th and the Excelsior District of Mission Street will be decorated with overhanging flags welcoming BART to San Francisco. These will go up October 26th and will remain up until November 6th. Also the store windows will be decorated under the direction of the Retail Committee headed by Charles A. Haine.

Jack Dupen's Red Garter Band will tour the downtown area on October 31, 1973, to promote the running of the trains and the special ceremonies on November 3rd.

On Saturday, November 3rd, a ceremonial train headed by Mayor Joseph L. Alioto of San Francisco and Mayor Thomas Bradley of Los Angeles, and other VIP's, will visit each of the eight stations where special ceremonies are planned featuring celebrities, bands, choirs and Civic leaders.

On Mission Street there will be a parade from the 16th Street Station to the 24th Street Station starting at 11 a.m. Assessor Joseph Tinney is the Grand Marshall and Mayor Joseph L. Alioto plus several other dignitaries will leave the train at the 16th Street Station to ride in a stagecoach returning to the train at the 24th Street Station. Chairman for the event is Jim Gallagher.

THE SCHEDULE FOR EACH STATION CELEBRATION IS THE FOLLOWING:

Montgomery Street - George F. Newman, Chairman
The program begins at 9 a.m. with a 45 minute ceremony and departure of the train at 9:45 a.m.

Powell Street - David Rabb, Chairman
The program will begin at 9:15a.m. ; the train will arrive at 9:47 a.m. and depart at 10:15 a.m.

Civic Center - Frank Miralda, Chairman
The program will begin at 9:47 a.m. ; the train will arrive at 10:17 a.m. and depart at 10:42 a.m.

16th & Mission - John Healy, Chairman
The program will begin at 10:15 a.m.; the train will arrive at 10:45 a.m. and the parade will begin at 11 a.m. It will take 15 minutes for the parade to reach the 24th Street Station.

24th & Mission - Becky Schettler, Chairman
The program will begin at 10:45 a.m. with the parade arriving at 11:15 a.m. and departing at 11:35 a.m.

Glen Park - Bernard Kelly, Chairman
The program will begin at 11:08 a.m.; the train will arrive at 11:38 a.m. and depart at 12:02 p.m.

Balboa - Ed Farrah, Chairman
The program will begin at 11:35 a.m.; the train will arrive at 12:05 p.m. and departs at 12:30 p.m.

Daly City - McRobert Stewart, Chairman
The program will begin at 11 a.m. and the train will arrive at 12:35 p.m.

* * * *

BART has announced that following these ceremonies free shuttle rides between the stations will be offered to the public. Details will be announced in the news media.

Passenger revenue service for BART trains that will run between Montgomery Street and Daly City will begin operations the following Monday 5 November 1973.

Retail stores will be interested to know that the Progress and the Examiner/ Chronicle will be publishing special advertising pages for this event. These pages will provide for small advertising boxes so that all merchants will be able to advertise special sales.

BART literature is available in the offices of the MSDP.

Ed Goldstein
Diamond Palace
362-5983

Six expensive combination wrist watches and bracelets created by top European designers and valued in excess of $100,000 are now on display at the Diamond Palace Jewelry Store, 897 Market Street.

Owners Ed and Bob Goldstein said the unusual exhibition of award-winning watches was timed to coincide with the opening ceremonies to welcome BART to Market Street.

The BART ceremonies are scheduled for Saturday 3 November 1973.

Goldstein said the watches on display are one-of-a-kind fashion watches, all which won individual prestige awards in Europe.

One diamond bracelet-watch, called "Stardust" and priced at more than $20,000, features 200 full-cut diamonds. Another unusual bracelet-watch, called "Isabel," has additional jewels that can be interchanged at will to match fashion changes. It is also priced at $20,000.

These watches originally came from the world-famous Bulova Design Center in Geneva, Switzerland. They all won individual honors at the international jewelry competition in Baden-Baden, West Germany, one of Europe's most prestigious design competitions.

# # #

Job #: BA-136 Date: 9/11/73 (Rev 1) Client OK:
Client: BART
Description: Interior Transit Poster- 1/color
a, Insertion Date: Transit
Size: 28" X 11"

Phone number/
Information center

A scholar named Myron S. Hollidge
Shares his secret of gathering knowledge:
"How'd I get so smart?
I dial 788-B-A-R-T
It's quicker than going to college."

If you're looking for information about BART,
call us toll-free between 8 a.m. and 5 p.m.
Chinese and Spanish-speaking operators, too.
(repeat in Spanish and Chinese)

Parking at
Daly City

A virtuous chauvenist pig
Drove a car quite excessively big.
At Daly City, he'd park it
Take BART down to Market
and home again, dancing a jig.

There is free parking at the Daly City station only.

Fare information

A dealer in poultry named Lenz
Couldn't stand his chickens' strong scenz
He abandoned his fowl
And traveled to Powell
From Daly City for thirty-five cenz.

BART rides cost 35¢ between Daly City and the
Powell and Montgomery Street stations. Shorter
rides in San Francisco cost 30¢.

13 Minutes
to Daly City

A retired Indy racer named Mitty,
Crunched his Lotus, it was such a pity,
Now he speeds with a smirk
As he races to work
Thirteen minutes from old Daly City.

Bart trains run approximately every eight to
ten minutes. Total time from Daly City to
Montgomery St. is thirteen minutes.

Job #: BA-136 Date: 9/24/73 Client OK:
Client: BART
Description: Limerick Posters, each 1-color
Insertion Date: Horizontal Transit Posters
Size: 28 X 11

A swinging young single named Marty
Got lost on his way to a party.
He just took a quick look
In his little black book
And dialed 788-B-A-R-T.

If you're looking for information about BART, call us toll-free between 8 am. and 5 pm. Chinese and Spanish-speaking operators, too.

When it comes to mechanical thinkin'
A change machine sits there a'blinkin'.
It's wonderfully wise
About currency size,
But it won't accept Franklin or Lincoln.

BART change machines change only coins and $1.00 bills: no larger denominations.

A lad with a freckle-faced grin
Said, "On my ten-speed I often begin.
But sometimes for a lark,
I leave my bike at Glen Park
And take off on BART for a spin."

Bike racks are located at most stations except downtown.

A man who'd used all his vacations
Still visits his various relations:
This works out quite fine
'Cuz they live on a line
And it's only 2 minutes 'tween stations.

It's a couple of minutes between BART stations. Total time from Montgomery St. to Daly City is 13 minutes.

BART
BA-136
Transit
9/11/73

Hours 6 to 8

A serious man from the Haight
Rode on BART to get his head straight
He said: "It's so soothing
That I keep on moving
From six in the morning 'til eight."

BART's regular hours are from 6 a.m. until 8 p.m.
Monday through Friday.

All about BART guides

A visiting Scot named McFee
Cried "C'ud y'help a fine laddie like me?
So now he's the holder
Of a bonny BART folder
And the best part of all -- it was free!

All about BART guides in English, Spanish and Chinese
are available free at stations.
(repeat in Spanish and Chinese)

Christmas Gifts

A paranoic young shopper named Yorse
Each Christmas is seized with remorse
Will his gifts really sock'em?
Will they take 'em and swap 'em?
He should send 'em BART tickets, of course!

A $10 or $20 BART ticket makes an excellent gift
for Christmas or any occasion.

Tickets good on both sides

An astrology freak named De Vines
After reading the planets and signs
Said, "Here on your chart
Is a ticket from BART
And it's valid on all of the lines

BART tickets are good indefinitely, and are valid on
the Concord, Fremont, and Richmond lines as well as any-
where on the Montgomery St. to Daly City line.

Job #: BA-136 Date: 9/6/73 Client OK:
Client: BART
Description: Interior Transit Poster-black & 1/color
a, Insertion Date: Transit
Size: 21" X 22"

A retired comptroller named Harte
Prepared a voluminous chart
Which proved it was nifty
That for only $2.50
He could purchase ten bucks worth of BART.

A moppet who lived out on Ocean
Possessed a most singular notion:
She'd yell from a thicket,
"With this $2.50 ticket,
I've invented perpetual motion!"

BART's special red discount tickets for senior citizens (65 and over) and children (12 and under) cost $2.50 each and are good for $10 worth of rides. This is one-fourth the price of regular fare. These special discount tickets may be purchase only at banks; they are not available at BART stations.

BART

Job #: BA-134 Date: 9/10/73 Client OK:
Client: BART (Rev.1)
Description: Interior Transit Poster, 3/color
ia, Insertion Date: Transit
Size: 21 x 22"

COPY:

A man with no sense of direction
Rode BART to a strange intersection
He consulted his guide
And arrived home with pride
For he needed no further correction

A complete BART and buses guide is available at the BART stations free for the asking.

ON MAP:

Montgomery St. (Market St. between 2nd and New Montgomery Sts.), served by Muni lines J, K, L, M, N, 1, 1-3, 2, 2X, 3, 5, 6, 7, 8, 9, 11, 12, 14, 14GL, 14L, 14X, 15-Third, 15-Palou, 17X, 21, 28, 30, 30X, 31, 38X, 40, 42, 45, 84, 85.
No parking; no bike racks.

Powell St. (Market between 4th and 5th Sts.), served by Muni lines J, K, L, M, N, 5, 6, 8, 9, 11, 12, 14, 14GL, 14L, 14X, 16X, 25, 26, 26X, 30, 30X, 31, 33, 59/60, 66, 71/72, 84, 85.
No parking; no bike racks.

Civic Center (Market between 7th and 8th Sts.), served by Muni lines J, K, L, M, N, 5, 6, 8, 9, 11, 12, 14, 14GL, 14L, 14X, 19, 26, 26X, 47, 66, 71/72, 80, 84, 85.
No parking; no bike racks.

16th St.-Mission (16th and Mission Sts.), served by Muni lines 11, 12, 14, 14GL, 14L, 26X, 33, 41-Howard, 41-Union, 86.
No parking; 20 bike racks.

24th St.-Mission (24th and Mission Sts.), served by Muni lines 11, 12, 14, 14GL, 14L, 23, 26, 26X, 35, 41-Howard, 41-Union, 86.
No parking; 20 bike racks.

Glen Park (Diamond and Bosworth Sts., near San Jose Ave.), served by Muni lines 10, 26, 26X, 44.
No parking; 20 bike racks.

Balboa Park (Geneva and Ocean Aves. at Tara St. One block from Balboa Park; direct access to Hwy. 280), served by Muni lines 15-Third, 15-Palou, 26, 26X, 29.
No parking; 20 bike racks.

Daly City (Knowles Ave. between Miantic and San Diego Aves.).
Free parking for 785 automobiles; 20 bike racks.

Why critic rips our 'space age' BART

By Nancy Dooley

For the past year, Willard H. Wattenburg has waged a personal campaign against the inadequacies of the Bay Area Rapid Transit system and its management.

His name has made news repeatedly — when he testified at legislative hearings in Sacramento, when he criticized BART's automatic control system and offered solutions, and when he accused BART's staff of making statements which are "misleading, untrue or otherwise incomplete."

A gadfly, a firebrand, or a responsible critic who knows what he's talking about?

Wattenburg, 57, is an electrical engineer — sometimes called an electronics genius — who spent five years as an assistant professor at the University of California's Berkeley campus.

He is co-founder of Ferret-Ray Scientific Laboratories, an engineering and electronics system design firm, and Comprehensive Health Services, a San Francisco company which puts computers to work on preventive health care.

His expertise in electronics is what first motivated him to go after BART. "This Mickey Mouse mess was being billed as space age electronics," he declares. "I'd hate to find some of that stuff in a 1920s telephone system."

Wattenburg views BART's technological failures as a travesty of science and engineering. "I helped create some of that technology and I wanted to see it in a better light. To my profession, this thing is an abomination."

His concern for solving BART's technical problems, however, is secondary to a more important reason for his watch-dogging: "I don't like peasant-kickers."

He explains that a peasant-kicker is "someone blessed with great resources and great power and who spends all his time kicking the peasants. That's what I think of the BART management."

He charges the BART board of directors and general manager B. R. Stokes in particular with "a total absence of any challenge to the gross overcharges and misuse of public funds I've ever seen in government."

And he blames BART's problems on "a lack of leadership and competent management which extends from the top down two levels."

"If there were any leadership," he said, "BART's problems would not exist and the cities would be opening rapidly." As it stands now, Wattenburg predicts trains won't be provided any significant traffic in San Francisco for two years although there may be trans-bay service within a year.

Although Wattenburg shows up faithfully at every BART board meeting, he says he spends only four hours every two weeks on his free-lance, unpaid job. That's all it requires, he says, to understand "everything that's done in the last two weeks and will do for the next two months."

Wattenburg looks at his activities as a public service performed by a scientist, a professional and a "pretty lucky guy."

Indeed, he can afford to offer his services unpaid. Besides his successful business, Wattenburg is known to more than a million readers as Will Harvey, author of "How to Find and Fascinate a Mistress."

In fact, he says, the only thing that's suffered from his watchdogging is the deadline for his second book, "Standing Up to a Liberated Woman," which will be published in June.

Although Wattenburg's targets view him with snickers and call him an opportunist who's after Stokes' job, a look at the record shows his success.

Thirteen of his predictions about the system have come true in the past year. Three chief engineers have been fired after his urging. Four of five recommendations made last December for salvaging the train control system have been implemented.

Willard Wattenburg hates "peasant-kickers"

(Examiner photo by Seymour Snear)

"My whole effort has been to get good men into the district," Wattenburg says. "This has now happened. UC scientists will be scrutinizing the system now. BART has had to face some of its problems. They'll have to go to Sacramento and ask for hundreds of millions more dollars and I think Sacramento will ask for a new management."

Meantime he will continue "to challenge their absurdities as time permits," and will go to Sacramento as a spokesman for the taxpayers.

"It's a battle to let smart people in," says Wattenburg. "Stokes and company think they win all the battles, but they don't realize they've done everything I've told them to a year ago."

The official BART view may be that Wattenburg has the right license plate on his Mercedes. The license says PILL.

This Christmas Wanda Evans is giving her husband Fred a way to get to and from the office 20 minutes faster every day, a quick ride to his Barbershop Quartet practice in Daly City, and a round-trip downtown where he can exchange the ties her mother gives him every year.

[illegible] in this $20 BART ticket.

Which means you can squeeze quite a few surprises into the toe of a Christmas stocking. And what's really nice about a BART ticket is, that there are so many different ways to use it, as there are people you can give it to.

You can buy these stamp-in-ride BART tickets at any station. Or in $10 and $20 values at your bank.

And for the kids, a BART ticket is one of the best presents you could think of. If they're under 12, you can buy them a special red discount ticket at the barrier.

It's good for $10 worth of rides. And it only costs $2.50.

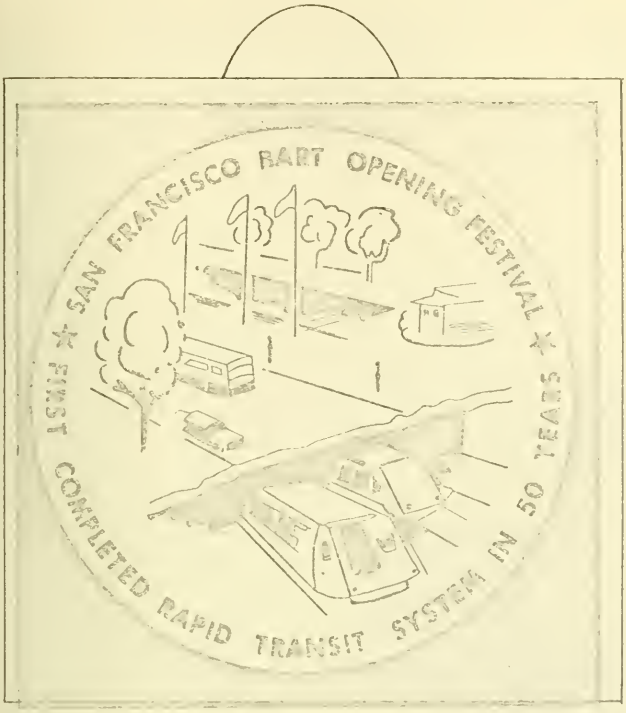
Merry Christmas.

For BART information call any of these numbers:

San Francisco/Daly City [illegible] 788-BART • Fremont/Union City [illegible] 465-BART • Hayward/San Leandro area [illegible] 788-BART • Oakland/Berkeley/Orinda [illegible] 465-BART • Richmond/El Cerrito area [illegible] 236-BART • Fairfax/San Rafael/Corte Madera area [illegible] 923-BART • Lafayette/Pleasant Hill area [illegible] 872-BART

[illegible]

BAY AREA RAPID TRANSIT DISTRICT • [illegible] MARKET ST., OAKLAND, CALIFORNIA 94607

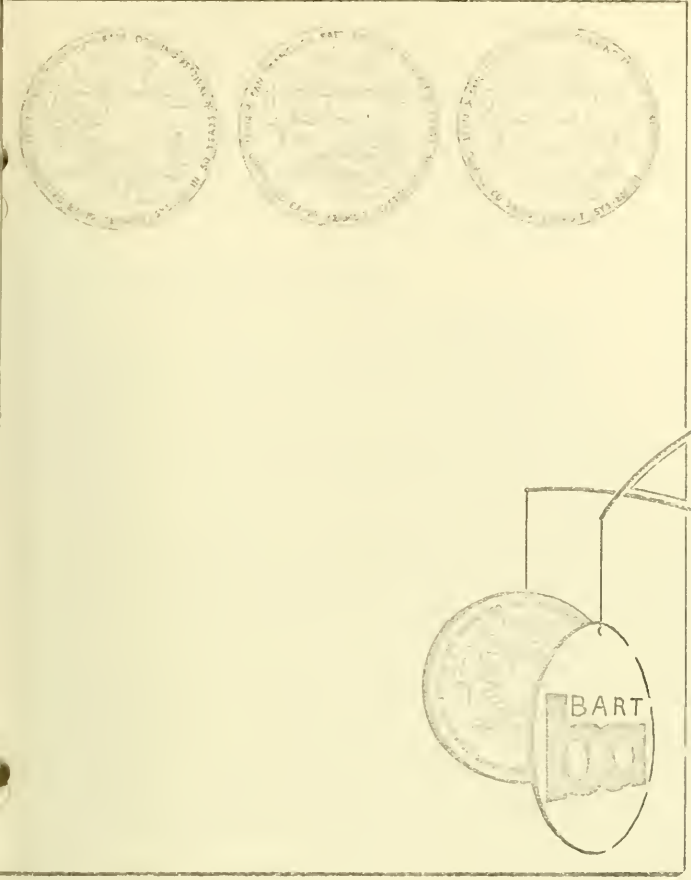


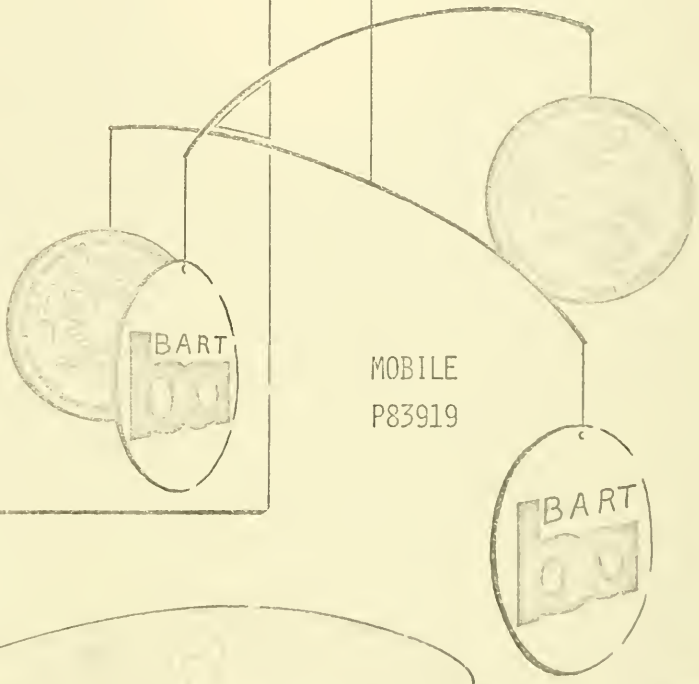
FRONT

BACK SIDE

SHOPPING BAG

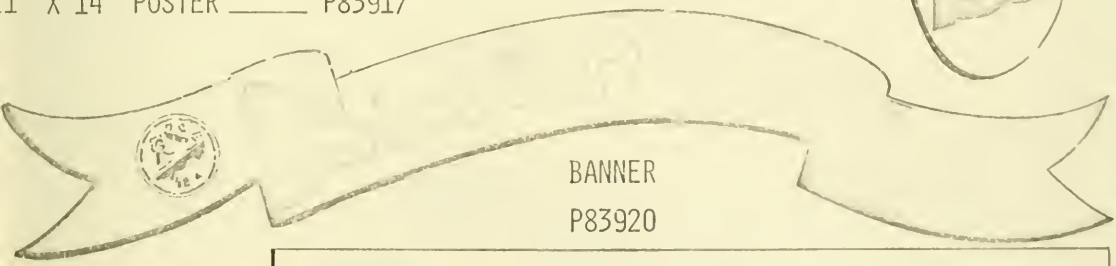
P73923





MOBILE
P83919

22" X 28" POSTER _____ P83916
11" X 14" POSTER _____ P83917



BANNER
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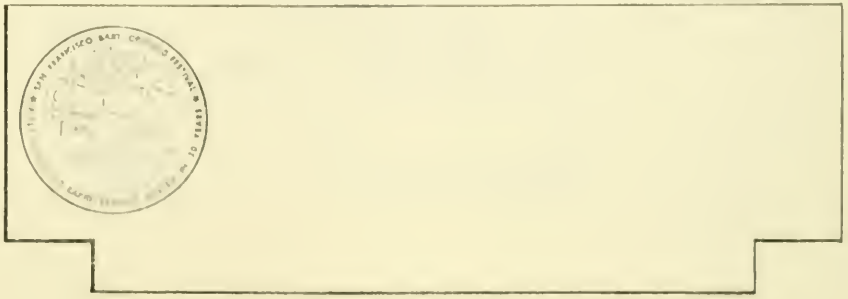


SIGN TOPPER
P83918

Committing Herbicide

AS YOU MAY have noticed Sunday during the Raider-Bronco game, when Channel 4 has technical difficulties it flashes a "Please Stand By" message illustrated with a photo of a BART car — and how appropriate can we get?. . . At Abercrombie & Fitch, Lowell Pickett noticed jigsaw puzzles of the Paris Metro, the London underground and the Tokyo subway, and asked a salesman, "Do you have one of BART?" "Well, sir," replied the salesman, with a discreet pussycat smile, "the boxes have arrived but we don't expect the pieces till Easter" . . . No, but seriously, folks: Mayor Joloto is right to deride "cosmetic" solutions to the energy crisis (translation: I'll ride my Cad limo where I damn well please), but isn't it time he stopped looking in the mirror long enough to lean on BART, which could be a true energy-saver? Most of the money in that legendary lemon is ours, but the inaction of the San Francisco members of the board, Quentin Kopp excepted, is no longer funny . . . How scandalous must a scandal become before Our Peerless Leader gets off his duff, out of his Cad, and onto Stokes' back?

★ ★ ★

Beat the
Christmas crunch.

Do your
shopping
by BART.

San Francisco Chronicle
★★★ Tues., Nov. 6, 1973

When the Trains Began to Roll

By Don Wegars

Another of the missing pieces dropped into the Bay Area Rapid Transit jigsaw puzzle yesterday as people were faced with the awesome prospect of being able to get from downtown San Francisco to Daly City in 13 minutes.

Vice versa, of course, too.

In Daly City yesterday, at 5:55 a.m., a six-car silver and blue BART train glided in silence from the elevated station, swept slowly around a curve and past row houses in various states of dishabille, whooshed in darkness under the ground several hundred yards and then . . .

The Balboa Park Station.

Moment

It was a historic moment — BART was opening its 7.5 mile Daly City to San Francisco line to paying customers — and the few dramas played were largely unintentional.

Escalators stopped, ticket-taking machines jammed, the Daly City parking lot overflowed long lines formed at the ticket-selling machines and, of course, a few trains were ruled inoperable.

Nevertheless, the BART trains generally came along once every ten minutes and made the trip in the scheduled time of 13 minutes.

Train 895 south to Daly City also left at 5:55 a.m. Operator M. M. White headed toward the Powell Station with ten persons on board, all newsmen or BART officials.

Three persons boarded at Powell — no one knew who they were — and the first regular BART train to link this fabled city of our dreams with the metropolis to the south picked up no more passengers on its lonely but historic journey.

Hectic

The morning rush hour at the Daly City station was perhaps the most hectic time for BART officials.

"Put it in there, take it out here, that's the way," a harried aide repeated as customers struggled with the ticket-taking machines for the first time.

Several hundred persons stood in line for up to 15 minutes to buy tickets from three machines on the wall, then stood in line to put the tickets in the turnstiles and be whisked by escalator up to the elevated platform.

"This is fantastic!" a middle-aged lady said, admiring the shining BART cars as a pink glow appeared over San Bruno mountain. "Flash Gordon was right!"

One-Way

The escalator was an endless chain of commuters to downtown San Francisco, and one waited for the first commuter coming to Daly City from San Francisco.

The only ones getting off in Daly City were electric train freaks, the curious out for a pre-work test ride, or officials of one stripe or another.

Finally a somewhat bewildered young man came down the escalator to make history. He wouldn't say who he was.

"I, uh, stayed in the city overnight and I, uh, better get home now," he said, pleading for anonymity.

Among the most interest-

One confused commuter tried to 'see his way through' this turnstile in the Daly City station

BART Is Here--

By Michael Harris

San Francisco and Daly City will welcome BART today with ribbon-cuttings, music, speeches, bunting, prayers, an old-fashioned parade and free rides for an expected 100,000 visitors to the long-awaited rapid transit line.

The day is expected to be clear and crisp for the massive celebration that will start at Market and Montgomery at 9 a.m. Festivities at the other stops on the eight-station route will follow.

The free rides are expected to start after the ceremonial train carrying the first load of dignitaries makes its way past the first segment of the route.

RIDES

Ceremonies often have a way of running behind schedule, but if all goes well BART hopes to begin offering free rides at the Montgomery - Market, Powell - Market, Civic Center and 16th-Mission stations at 11:30 a.m.

The target time for the start of free rides on the four remaining stations on the new route — 24th - Mission, Glen Park, Balboa Park and Daly City — is 12:30 p.m.

The free rides are to continue until 6 p.m., when the line will be closed down until regular service for fare-paying customers begins Monday morning.

WAIT

Those who hope to join in the first day's historic rides are urged not to wait until the last minute. BART officials fear they may not be able to accommodate those who arrive at stations after 5 p.m.

The first-day visitors will not be able to get on a train that will take them along the full 7.5-mile route between Montgomery street and Daly City.

There will be a shuttle at each of the eight stations. The trains at the seven San Francisco stations will each carry passengers south to the next station on the line. The doors will be kept closed, however, and the passengers will be returned to the platform where they boarded the train.

The shuttle at Daly City will take its riders north into San Francisco and then return them to the Daly City stop.

MUSIC

Those who attend the ceremonies will find music at all eight stations, and they will also be able to hear welcoming words from dignitaries and other speakers.

The largest cluster of officials will be found at Montgomery street, where the official program is scheduled to start at 9 a.m. in the subsurface open-air plaza on the north side of Market street.

Mayor Joseph L. Alioto will join in cutting a ceremonial ribbon at 9:30 a.m. and then will board the ceremonial train for the ride to Powell street, where officials will join in the program to open that station.

Indeed, the Powell street program is expected to be even more festive than the Montgomery street events. It will honor the linking of two of San Francisco's most distinctive transit modes — the 100-year-old cable car and the 80-mile-an-hour BART train.

PARADE

A parade led by Virginia Fellingham, one of the few woman stage coach drivers on active duty, will move down Mission street from 16th street to beyond 24th street at 11 a.m. There will be 90 units in all, including the century-old Wells Fargo wagon.

The official welcoming program will close with a civic luncheon in Daly City.

Sidney A. Haag, general chairman of the ceremonies welcoming BART, announced the programs at the eight stations will start at the following times:

Montgomery street, 9 a.m.; Powell street, 9:15 a.m.; Civic Center, 9:45 a.m.; 16th and Mission, 10:15 a.m.; 24th and Mission, 10:45 a.m.; Glen Park, 11:05 a.m.; Balboa Park, 11:35 a.m., and Daly City, 11 a.m.

SERVICE

Regular service will be operated from 6 a.m. to 8 p.m. Mondays through Fridays. BART hopes to extend its hours until 10 p.m. during the Christmas shopping season, but no week end service is contemplated for many months.

Trains are scheduled to operate at 10-minute intervals when regular service starts on Monday, and the running time between Montgomery street and Daly City is planned for 13 minutes.

Today will be the last time when passengers will be able to ride without paying fares. Fares for those riding within San Francisco will be 30 cents in each direction; from Daly City to downtown San Francisco, 35 cents, and from Daly City to Balboa Park, Glen Park and the Mission District, 30 cents.

Riders transferring to the Municipal Railway will have to pay full fare on both systems, according to present plans, until machines to issue transfers are installed next spring. After the machines are in, riders will get a 25-cent discount on a round trip.

BART hopes to extend its San Francisco service to the East Bay about the middle of next year. The $180 million transbay tube between San Francisco and Oakland is completed and in good working order, but BART cannot use it until the State Public Utilities Commission is satisfied that BART's train detection equipment is working properly.

TRAINS

Instead, shuttle trains will be operated from each of the eight stations so that visitors can have a brief ride and then make way for others who would like to travel in BART's shiny trains.

If full service had been offered today, it was feared that the early riders would clog up the system and leave no room aboard the trains for later arrivals — a problem that has already occurred in the East Bay on some holidays.

San Francisco Chronicle ★★★ Tues., Nov. 6, 1973

BART Smoothly Starts Its Regular S.F. Service

By Michael Harris

Trains ran smoothly and on schedule on BART's new San Francisco-Daly City line yesterday, and even though extra-length trains were put into service there was standing-room-only at the peak of the rush hour.

BART officials said they could not provide an accurate estimate immediately of the traffic on the first day of regular service, but a scattering of preliminary checks showed the figure might be about 25,000 passengers.

It was apparent from the outset that a good many of the new customers were commuters attempting to free themselves from their automobiles.

BART has no parking lots at its San Francisco stations, but the 765-car lot at Daly City was filled by 7 a.m. Later arrivals parked on side streets in the area.

It was too early last night to determine what effect BART's arrival in San Francisco will have on the community's travel patterns.

The Municipal Railway made two spot checks during the day. It found morning rush-hour business on Mission street at South Van Ness avenue virtually unchanged. Traffic on Guerrero street at 16th street was somewhat below normal.

The police department reported that the day's rainfall made a comparison between yesterday's traffic and that of a normal Monday impossible. The California Highway Patrol found conditions the same as on a usual Monday in San Francisco and the upper Peninsula.

LINES

There were long lines at ticket machines, but BART had gone through the same experience in the East Bay when it opened its lines to new customers.

"After people use the machines once, they understand them," general manager B. R. Stokes observed.

BART has found in the past that children understand its automatic ticket machines almost instantly — but most of yesterday's inaugural customers were adults.

They needed some help.

HEADQUARTERS

While many executives of BART were over in San Francisco watching the new line get into operation and helping the new riders through the automatic toll gates, there was action in the line's East Bay headquarters as well.

John E. Hirten, deputy chief of the Urban Mass Transportation Administration, held a press conference to announce that $34 million in federal funds would be available to help BART buy the 100 Rohr cars the system ordered six weeks ago, to bring its fleet to 450.

More BART news on Page 5

Without the the federal grant, which is expected to pay 80 per cent of the cost of the cars, BART would not have been able to complete the purchase.

Hirten has been a harsh critic of the BART management while he served as executive director of SPUR before leaving San Francisco. But yesterday he defended Stokes.

"If we thought there was a serious management problem, we wouldn't be bringing another $34 million into the system," Hirten said.

"We don't see any evidence that the firing of Stokes

ed early morning riders were Reese Smith and Bob Tisdale of the Metropolitan Atlanta Rapid Transit Authority, which is planning a new rapid transit system, named MARTA.

"BART has advanced the state of the art 10,000 per cent," Smith said. "It really is beautiful. I can't believe it."

Most riders shared his sentiments. A group from Westlake said their commute should be cut by 25 minutes. Daly City patrons relished the thought of not having to park theirs cars downtown.

Complaints

There were common complaints: Long lines at the ticket machines, the parking lot (785 cars, 20 bike racks) that soon proved inadequate and the elevated Daly City station, which stands exposed to the chill winds and, as it turned out yesterday, an almost gale force sheet of rain.

"The ride was great," one woman said. "But it took me 25 minutes to get my ticket."

"I pulled into the lot and circled for about ten minutes," a man said. "No one put up a sign saying it was all filled."

"This is like Korea!" one man commented as he hunched against the Daly City elements.

And there was the man who tried in vain to put 35 cents in coin into a turnstile that takes only 30 cents in coin.

" - - - BART," he said, storming off.

Outlook

BART officials said lines should be shorter in coming days, that people will soon realize when the lot is filled and that maybe the weather will get better.

But it was a historic day, making it easier for wizards of finance from Daly City to reach their Montgomery street offices and allowing a reveler to get home to Daly City before anyone knows he's been gone.

By mid-day, shoppers and pensioners were shuttling along the tracks as if they had done it every day for years.

Daly City, a crossroad metropolis of 70,500 persons, took the opening in its stride.

"We're all very happy, of course," an aide to Mayor Anthony A. Giammona said.

Significance

It was not a day to be remembered besides the driving of the gold spike in Utah, nor the start of the Pony Express, nor the opening of the Bay Bridge.

Yet there was a less palatable, though most contemporary, occurances.

"Craig was here," someone wrote with ballpoint pen on the leatherette of a seat on car 558X. "Michael was here. Lisa was here."

Our Correspondent

Festive welcome for rapid transit

By David Dietz

BART opened its glittering rapid transit system in San Francisco yesterday, and got a enthusiastic and festive welcome.

Against a gay backdrop of bands, banners and flowers, thousands of citizens surged into eight of the system's stations between Montgomery Street and Daly City for free rides marking the unofficial start of service on the west side of the Bay.

Regular service between the two points will begin at 6 a.m. tomorrow, four years behind schedule.

Still to come for BART, mechanically troubled since the start of runs in the East Bay 14 months ago, is the opening of the trans-bay tube which will complete the 75-mile system.

Yesterday's performance was virtually flawless, though the trains were operated manually because of State Public Utilities Commission concern over the safety of BART's innovative automatic control system.

Welcoming ceremonies, which began at the Montgomery Street station at 9 a.m., were staged at each statinn along the 7.5 mile section. There were speeches from Mayor Joseph Alioto and BART officials before the first train for dignitaries, then the public was permitted in for one-stop trial runs.

Alioto, an ebullient cheerleader for the occasion, extolled BART at stop after stop for helping to end the monopoly of the automobile.

"These are freedom trains," he told crowds that gathered along the route. "This is the most significant blow against pollution that has ever been struck."

And he addressed himself often to BART detractors who have focused on defects in the $1.5 billion system.

"Long after those critics are forgotten," he said, "BART will be a shining example for those who revolted against the freeway."

"Today is a great day for San Francisco and a great day for BART," said William Chester, president of the BART board of directors.

He predicted the current number of BART system riders — 36,000 daily — would double with Monday's opening.

John Hirten, assistant administrator of the Urban Mass Transit Administration, added the federal government's praise:

"There's not the slightest doubt in my mind . . . that the venture being undertaken here in the Bay Area is the most important in the country."

Except for two occasions, crowds along the way hailed the day.

There was a knot of demonstrators at the 16th and Mission and 24th and Mission Streets stops, and a band of anti-redevelopment protestors appeared at the last stop in Daly City.

At the Civic Center stop, Alioto hurled to his colleagues on the speakers' rostrum and to the crowd commemorative loaves of French bread.

He was given a lei at one stop and he played the fiddle and danced with a spectator.

BART General Manager B.R. Stokes said he was "not at all" of the opinion that yesterday's opening was marred by continued roadblocks toward opening of the $180 million trans-bay tunnel.

"I think the stretch from Montgomery Street to Daly City is going to knock the eyes out of San Franciscans," he said.

When regular service begins tomorrow, fares will be 30 cents one way within San Francisco. From the three Market Street stations to Daly City, a ride will cost 35 cents

Barring difficulties, trains will breeze from one end of the line to another in 13 minutes.

In between the Mission stops, Alioto rode atop a stagecoach driven in a parade organized by community residents.

The Mission hecklers, who feared BART-related development will oust neighborhood residents, shouted and chanted during Alioto's speech, but he brushed them off.

"I'm telling you that BART is the — thing that's going to bring the Mission back to being the most interesting neighborhood in the city", he said. "This is a very, very great day for the Mission."

Later, he reboarded the ceremonial train and told riders: "Well, we had a little excitement at the station. That kept things from getting dull."

The Mayor was in the spotlight most of the day, and for political reasons as well. He was introduced more than once as the "next governor of California."

The City coos and cuddles up to BART

By William O'Brien

Often criticized, BART got its praise in full measure yesterday.

"I think it's beautiful," said Henry Greenberg as he stepped off the four-car train which had shuttled him from the Montgomery Street Station to the Powell Street Station and back again.

"Sure, they had troubles but people forget that there were troubles with the 747s and DC-8 planes when they first tried them out. And ocean liners, too," Greenberg added.

Greenberg seemed to sum up the love affair San Franciscans were having with what could be the solution to automobile troubles.

At noon, 700 persons were in line at Hallidie Plaza waiting to board the shuttle from Powell Street to Civic Center.

"Much better than New York's subway," said Dave Hoffman of Menlo Park after his first ride. "I just hope it does not get crowded, like New York."

"Very comfortable and the seats are so soft," said Mrs. Tamara Annett. "And there was enough air in there—it was surprising."

Frank Tabor, a former boxing promoter who had ridden on New York's subway trains the first day they were in service in 1904, said he believed BART far superior to any system he had used, including Boston, Chicago, and many European subways.

Biggest drawing card among the City's eight stations was Powell Street Station. Its shuttle trains, with capacities of 500 passengers, rode full throughout the day. There were fewer passengers at other stations and at the Montgomery street Station in the near-empty financial district there was only a trickle of riders.

There were problems. An escalator had to be repaired at Hallidie Plaza and many riders had to be rerouted from street level exits to the entrance stairways at stations.

And there was the inevitable critic, who complained that he found it distasteful "to wait all that time for a one mile ride."

The critic was alluding to his wait in line at Powell Street and he adamantly refused to give his name.

Even City Seal performed

A bi-lingual prankster with a knowledge of the law was at work in the Mission district yesterday morning as BART began to roll.

Police said circulars were posted and handed out on Mission Street between 21st and 22nd streets proclaiming a free day of shoplifting from 10 a.m. to 5 p.m. Saturday.

Printed on city stationery with the seal of San Francisco above and a facsimile of Mayor Joseph Alioto's signature below, the message read:

"Each resident of the area is entitled to $20 worth of merchandise at all major department stores. Invite your friends. Take what you want."

"The generosity of the merchants will be refunded through BART revenues," it continued, listing Sears, Woolworth and Value Giant as "major participants." All three reported only the normal incidence of theft on Saturday.

The message was printed in Spanish and English. It prompted Sgt. Cari Johnson at Mission Police Station to send out 10 men to search for the leafleteer, who, if found, could be prosecuted for unauthorized use of the Great Seal of San Francisco and for forgery.

But, according to a Superior Court judge, shoplifters who come before the bench claiming they were tricked by the official-looking announcements might present a bit of a dilemma

To convict a shoplifter it is necessary to prove intent to steal, said the judge who wished to remain anonymous. The cleverly worded leaflet might make that impossible

ANOTHER ANGLE TO OPENING
Critics were out in the Mission

BART aids handicapped

All eight San Francisco rapid transit stations are equipped with elevators, special ramps and other facilities for the handicapped

Elevators move at a slow speed and have telephones and controls within easy reach of wheelchair patients. For the blind, Braille symbols on door casings indicate street, concourse and train platform levels

To use the elevators, the patron should call the station attendant on the white courtesy phone at the elevator entrance

A wheelchair occupant can ride over the gap between the platform floor and the floor of the train and can easily move through the train in the wide aisles

Extra wide parking stalls are reserved for the handicapped near station entrances and elevators at stations that have parking lots

Loud cry in The Mission: rabid transit!

Mayor, hecklers trade shots

By James Finefrock

It was a day of balloons and flowers, majorettes and beauty queens at the opening day ceremonies for BART in the Mission District yesterday.

But it was also a day of pickets, catcalls and vented anger, a day when Mayor Alioto was roundly booed every time he opened his mouth, a day when three dozen cops formed a protective security ring around the speakers platform at 16th and Mission.

A carful of new riders awaits the trip from Powell Street to Civic Center.

Alioto threw flowers and barbs at the protestors, members of the Mission Defense Committee, formed to oppose BART-inspired redevelopment in the Mission.

"Mission for the workers, not for the bankers," the protesters chanted, their picket signs held high, as they followed Alioto along the parade route from 16th Street to 24th Street.

It was clear Alioto was the man the 100 demonstrators held responsible for bringing BART and the threat of redevelopment into their neighborhood.

The mayor didn't disappoint. "BART is going to be the beginning of the reconstruction of the Mission District," he told them.

When the loud but orderly crowd taunted the mayor, he replied in kind, often singling out individual demonstrators. At one point, his constant smile firmly in place, the mayor tossed flowers to the protesters.

Pickets carried signs with such messages as "Bay Area Rapid Tragedy," "BART means People Removal," "BART means Grab."

"Eventually the working class is going to be run out of the Mission because we can't afford to live here," said one of the protesters.

The defense committee is a coalition of Mission organizations and individuals formed to keep the Mission as it is.

Alioto walked off a BART train at the 16th Street station into the confusion of life styles and political aims with a cheery greeting. "It's great to see you all. You look just beautiful."

mayor said. "It has magnificent weather and a magnificent spirit. The only thing it doesn't have going for it is this groups of dissidents."

Later at the 24th Street station, Alioto aded, "Viva the Mission, viva BART . . . viva you bums," gesturing in the direction of his detractors.

Placard toting demonstrators also confronted Alioto at the Daly City BART station. About 25 members of the Original Daly City Protective Asociation protested the city's plans to redevelop

BART packs 'em in

Jim Wood

BART service between San Francisco and Daly City gan on time today, starting with a trickle of passengers, elling to thousands during commute hours and subsiding o smooth, regular traffic by 9:30 a.m.

As is customary in BART's East Bay service, several ins broke down, but passengers were switched onto func-ning trains with little delay.

A BART spokesman said the first day was going pretty ll.

The commute hour jam at Daly City was caused by amiliarity with the ticket dispensing machines. The arl should ease once passengers understand the system.

The automatic machines require exact change, but ange-making machines beside the ticket dispensers can ange coins and $1 bills.

At Daly City there were problems with patrons who did have change or who tried to go directly to the ticket e without first buying a ticket.

To ease the crush, attendants were telling some people pay only 30 cents for their tickets and then to pay the e cents for a San Francisco trip when they arrived in e City.

This stopgap worked all right until the gate machine s so filled with coins that it issued a full 30 cents change h each ticket. Alert BART aides grabbed the change as tumbled out.

In San Francisco, again to ease the crush, BART atten-nts collected by hand the exit tickets and the five cents ll due.

Both train breakdowns occurred at Montgomery Street. e relay system on one northbound car malfunctioned and e train was taken out of service. A substitute was put into rvice.

Another train was taken from service at Montgomery reet. A BART spokesman said that in neither case was ere substantial delay

Between the ticket snarl and the train breakdowns, me commuters were delayed more than 30 minutes.

Janey Parker, a claim service representative with an surance firm, said it was 45 minutes between the time e arrived at the Daly City station, and when she finally t aboard.

At 8:15 a.m. a train at Daly City was fully loaded with y-bound passengers when the public address system an-nced that the train was no longer in service and would eryone get off

The announcement ended with "Thank you for your operation and have a nice day," which the crowd greeted h hoots and groans. Two minutes later, the train was k in service and a few cheers rang out as it finally left y City.

Traffic on the initial runs was sparse.

Ten passengers embarked at Montgomery Street sta-n and four more boarded at Powell Street

Coming into San Francisco from Daly City there were fewer than 30 passengers, not counting newsmen, at the beginning of the run. The train had seats for 532.

The first runs went smoothly with none of the minor breakdowns to be expected on the first day of regular service. An escalator at Daly City stopped abruptly with two newsmen aboard but no one was hurt and passengers seemed generally pleased with the service.

Daly City passengers Bob Shopes and Cliff Bobrow rode into San Francisco with no one in their $350,000 Rohr car except two news people.

Both passengers said they thought the ride was fine.

The station stops were so efficiently handled that 15 seconds after each arrival the stations seemed eerily abandoned, like a set from an Alfred Hitchcock movie.

J. A. Forbes who works in the financial district said he had "no problems at all" in getting through the ticket gate in Daly City.

"The gentleman down there gave me instructions and it was easy," he said.

Upstairs the train was waiting in the station but the doors were locked. A BART aide went from one worried passenger to another reassuring them that the doors would open automatically when it was time for the train to depart.

Sure enough at 5:55 the doors whisked open, operated by the system's giant computer, and passengers could board.

A BART supervisor telephoned down the track to make sure that the line was clear (the safety warning devices do not function well enough to meet State Public Utilities Commission standards), the doors shut and the train whooshed out of the station.

BART officials anticipated that traffic would be relatively heavy today as curiosity seekers, BART freaks and the taxpayers who have been footing the bill come to see what their $1.5 billion has been buying.

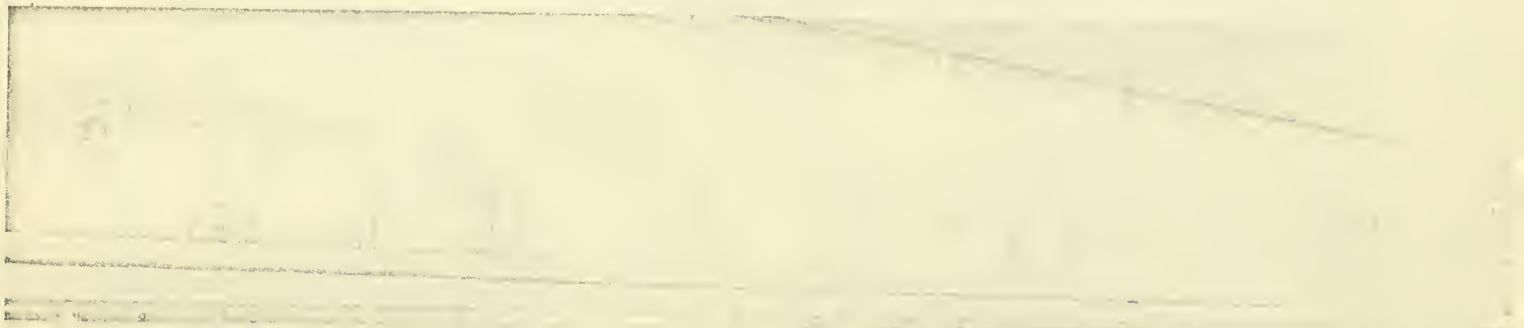
Two BART enthusiasts, Steve Hauser, a Cal Poly student, and Richard Janes, a Lincoln High School student, were among those waiting in the Montgomery Station for the first ride.

"I've been waiting a long time for this," Janes said.

The trains are scheduled to run every 10 minutes between 6 a.m. and 8 p.m. along the 7.5 mile track. Fares are 30 cents for service inside San Francisco and 35 cents between Daly City and the three stations beneath downtown Market Street and 30 cents between Daly City and the Mission District, Glen Park and Balboa. The ride takes 13 minutes from Daly City to Montgomery

BART is expected to extend its Christmas shopping season hours to 10 p.m., but night and weekend service generally are not anticipated before September 1974

The Daly City service was begun following pressure by Mayor Alioto who insisted that some sort of service be started by this month (four years after it was promised by BART management. Service to the East Bay still awaits perfecting of safety devices



They lined up long and early this morning at Daly City as the first BART trains rolled along on the elevated tracks

—Examiner photo by Seymour Sager

—Examiner photo by Mike Musura

The Mayor fiddled in the Mission—and even burned a bit at the gibes of BART critics.

Now hear this: How BART adds to city's din

6 NOV 1973

y Jay Bosworth

Already one of the noisiest ties in the country, San rancisco . . .

"What?"

Despite The City's new nti-noise ordinance . . .

"SPEAK UP!"

IT'S GETTING WORSE.

So much for the "Quiet eek" observance last nonth.

Two separate events this eek—one widely publized, the other being played own—will give San Franscans a chance to test eir tolerance for even gher levels of background oise than they put up with ow.

The first is BART. As ART begins regular serv- here, thousands of resints may be exposed to potially dangerous levels of h frequency sound, acrding to Jack Ross, a ise control engineer for e Public Works Departent.

He said wheel scrapers, signed to improve the conct between BART's alloy heels and the track, make ch a racket that many ople in BART stations or en in homes near elevated rtions of the line may be xtremely uncomfortable—rticularly if they are omen."

That's because women's rs are more sensitive to gh frequency sound than en's. "They'll really inge when a BART train es by" said Ross.

Readings taken by city enneers confirm the findings BART's own consultants: t 100 feet the noise level of passing eight-car train aches 88 decibels.

But, many homes between ne Daly City line and the outh side of Interstate 280, here BART emerges from ndergrround, are within 50 et of those whining wheels.

At that distance, the noise level will be about 94 decibels, Ross said.

The difference doesn't seem like much, but because of the way sound levels are measured (on a logarithmic scale) 95 decibels is twice as loud as 85 decibels.

State law forbids the operation of any motor vehicle—even the heaviest truck—that is noisier than 90 decibels, the level where noise becomes dangerous to the human car. The upper limit for autos is 82.

However, neither state nor city regulations apply to trains. So, complaining to any of the three city agencies charged with implementing the noise control law is futile.

The other big surprise in store for San Franciscans will affect those already ear-weary citizens who frequent the area around Market and Spear Streets.

For several months now, as many as three pile drivers have been at work on the Southern Pacific building there.

Just one driver generates a mind-numbing 102 decibels of noise at 10 feet, Ross claimed. The total effect is enough to bring 30 to 40 complaints a day into his office.

But, if last week was bad, this week will be worse—four to six decibels worse, Ross estimated. "They're bringing in a monster diesel driver that will run up to 106 or 108 decibels."

Again, there is nothing any city agency can do about it, though the legal limit for construction noise is 85 decibels.

The limit does does not apply to sounds originating from the impact of a pile driver's hammer because no practical method of reducing them has been found.

Recently an effective muffler was developed for the high-pitched wheezing of steam pile drivers' exhaust. It cuts the total noise from that type of driver down to a still uncomfortable 95 decibels at 100 feet.

City engineers hope to force the construction company at the Southern Pacific job to adopt "best available noise control technology," which this case means switching to a steam driver.

But, like the other City agencies charged with enforcing the noise control ordinance, they are legally powerless until they get accurate noise level meters. The equipment is on order and may begin arriving this month, five months after the law went into effect.

Where to Complain About BART Noise

Complaints about the high whine made by BART trains should be directed at BART —and not at San Francisco's Department of Public Works.

"We have nothing whatever to do with that noise or with BART," said Cormac Brady, a senior engineer in the department's noise control section.

He said that published figures on the decibel level of the noise in San Francisco and attributed to another department engineer were in error in that they were official BART figures and dealt with tests in the East Bay, not here.

Subway traffic on the up

BART's San Francisco-Daly City morning commute service today gained an extra 1000 passengers over yesterday morning's count of 5000.

Six thousand commuters used Bay Area Rapid Transit trains this morning, 4000 of them boarding at Daly City, a BART spokesman said.

Yesterday's total count of passengers using the system in The City was 27,000.

BART officials urged commuters to purchase higher value tickets at bank tellers to avoid delays in long lines at BART station ticket vending and change machines.

A slight water seepage was reported today at the Powell Street station but no damage was caused and no trains were delayed.

Yesterday two trains failed to operate and standby trains were used. Today, through 11 a.m. at least, all BART trains in San Francisco operated without a hitch, a spokesman said.

San Francisco Chronicle ★★ Wed., Nov. 7, 1973

.F. BART Line's Smooth 2nd Day

More Riders, No Foulups

The new BART line be-
een Daly City and San
ancisco continued to be
uccess yesterday, as pa-
nage increased and
oblems decreased.

here were no major
blems on the 7.5 mile line
in the stations, a BART
kesman said, and there
re definitely more riders
n on Monday, when the
e officially opened for reg-
r service.

On Monday, about 27,300
rsons rode the silver-
d-blue trains between var-
us points.

"We're up at least a thou-
nd from that," the BART
okesman said yesterday.

The only sore point, it ap-
ared, was that you can get
om there to here, and from
re to there, but can't park
ere.

The 7,5 stall parking lot at
aly City (with 20 bicycle
acks) gets filled up by 8
m., everyone agreed.

DECK

But BART acknowledged
ne problem and noted that
ne system has plans to add
deck to the ground-level
arking area sometime next
ear, increasing its capacity
o 1600 cars.

Peter Markovich, general
nanager of the Daly City
hamber of Commerce, said
undreds of BART riders
ere apparently parking on
early streets and using
paces normally open for
hoppers.

"It's a major problem,"
ne said. "They come in from
ll over the Peninsula. One
uy couldn't get out of his
riveway."

BART watchers such as the California Highway Patrol and the Municipal Railway were unable to estimate yesterday what BART may have done to their routines.

Because it was an election day, officials of both systems were out of the office. And traffic comparisons between Monday and yesterday would be forced, given Monday's rain.

"BART didn't seem to make that much of a difference, though," one CHP watch officer said.

JITNEYS

Mel DiMartini, vice president of the Jitney Owners Association, said the new rapid transit system "isn't hurting us a helluva lot."

The opening day celebration caused a drop in patronage on the 117 jitneys that run from the Daly City line along Mission street to downtown San Francisco, but he said it was probably "just the thrill of it.'

"We've been doing this for 60 years,' DeMartini said. "People are used to it. BART will get you down there faster, but it doesn't stop where you want it to stop."

And he put in a little hard-sell.

"It costs 35 cents on BART to get from Daly City downtown," he said. "It costs 30 cents on a jitney."

Editor's Mail Box

7 Nov 1973

The mess on Market

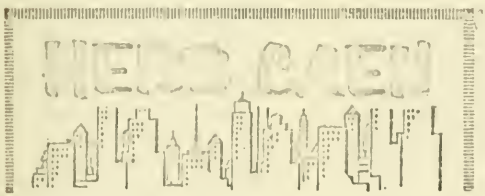
I have just returned from a six weeks absence from The City. I was delighted to see that BART is finally off and running in San Francisco even though there does not seem to be much action in solving the San Francisco-East Bay section. If we can send men to the moon and back why can't BART solve a little problem of automation?

And even though some progress has been made on closing over the trenches in the streets, I note that many of the same messes are still there and with wet weather coming on, we are in for real trouble.

The open ditch for the high pressure water system is still there at Third and Market, something Myron Tatarian insisted would be finished months ago, but it isn't.

And the brick work for the sidewalks on Market Street is still in limbo. Some done, most not done — and wet weather is coming. As a matter of fact someone is going to take an awful spill getting into the BART subway entrances with the brick work still incomplete around most of the entrances. I don't know who will be responsible — but it will probably end up with The City paying the tab. Why is such delay tolerated?

ARNOLD PALMER
San Francisco



A Mess of Herbiage

7 Nov 1973

MAYOR ALIOTO, taking a leaf from a man he allegedly detests, attacked the local media during the BART ceremonies last week for "the meanest, most carping criticism" he had ever seen, but when you think of years of delay, hundreds of millions in overruns, doors flying open at 80 miles an hour, dime-store scrapers on wheels and a transbay tube that still can't be used for safety reasons, I wonder what he would categorize as justifiable criticism?

Another thing Alioto and Nixon have in common: they both describe protestors as "bums."

The storm

7 Nov 1973.

THE BIG STORM that ushered in the week provided the most telling argument in behalf of the proposition that a transbay BART operation is a desperately needed essential to handle San Francisco-East Bay traffic.

Users of San Francisco streets have as much interest in it as East Bay commuters, for when the Bay Bridge is tied up, as it was for hours during the storm, the paralyzing effects back up for dozens of blocks in all directions, immobilizing auto and Municipal Railway movement.

BART, of course, is not the full answer for the total problem of congestion, but by sharply reducing Bay Bridge traffic it would enormously increase the fluidity of auto movement along downtown streets.

In the midst of this congealing chaos, police traffic direction was conspicuous by its absence. Of course, no number of policemen could work a traffic miracle in jams like this one, but they could at least stimulate the flow by keeping intersections clear. Drivers lack the self-discipline to do it on their own.

We hope to see some uniforms in evidence when the next storm breaks.

And by next year those BART trains have to be making their cross-bay runs, safely and reliably. The inconvenience, loss of time and waste of resources inherent in traffic situations like Monday's cannot be tolerated much longer.

Train slowing down to stop at Daly City produced an 'irritating, high-frequency' sound.

BART's Noisy Scrapers

The whine caused by wheel scrapers on BART trains is getting special attention from San Francisco's guardians against "noise pollution," city agencies said yesterday.

"Some noises that were not expected in the original BART design have resulted from the scrapers", said Cormac Brady, senior mechanical engineer with the Department of Public Works.

The scrapers were added to the rapid transit system to remove film and dirt from the train wheels and thus improve the train's contact with the rails. It was hoped initially that the improved contact would solve BART's train detection problems.

BART engineer R. C. Pehrson agreed the wheel scrubbers contribute an "irritating, high-frequency" noise to BART's normal whoosh and rumble as trains slow down for stops.

Brady said the Department of Public Works, one of the agencies enforcing the city's new noise abatement ordinance, has not yet come up with any reliable decibel-level estimates of the noise BART is making.

Any complaints from citizens will be investigated and discussed with BART officials, he said.

"YOU OWE IT MORE MONEY . . . PAY UP"
Anna Fon, a secretary, has to satisfy the ticket-selling machine

ON THE ALERT FOR ANY UNTOWARD BEHAVIOR
Cliff Shirley is part of the 100-man BART security force
—Examiner photos by Teresa Zabala

9 Nov 1973

A not quite free ride . . .

If you're devious, and what good San Franciscan isn't, there's a way to take the San Francisco-Daly City tour for only 30 cents if you don't mind a pleasant walk.

You get on at Montgomery, zip down to Daly City but don't leave the station, and then, when you get back to San Francisco, get off at Powell instead of Montgomery.

According to BART information officer Dave Kelsey, the ticket machine can't tell that you didn't come directly from Montgomery rather than taking a 15 mile ride on the $1.5 billion system.

S.F. Line Has Most BART Riders

9 Nov 1973

The four BART trains operating between Daly City and Montgomery street are apparently carrying more passengers than the 18-train fleet in the East Bay.

BART officials reported yesterday that patronage on the new San Francisco line had risen to 36,459 paying customers on Thursday.

The average daily load in the East Bay was reported by the Bay Area Rapid Transit District to be approximately 35,000.

To help carry the heavy load, BART is operating six- and seven-car trains in San Francisco, while it has cut back some of its East Bay trains to three cars.

Muni realignment with BART studied

The City Public Utilities Commission will discuss proposed route changes of four Municipal Railway lines for better connections with BART stations next Tuesday.

The following changes will be discussed:

- Combine into a single crosstown line the 25-Bryant and 83-Leavenworth bus lines, with BART's Powell Street station at Fifth and Market Streets a major transfer point.
- Extend the 23-Crescent line from its present northerly terminus at 26th and Mission northward to the BART station at 24th and Mission.
- Extend the 51-Silver line from Mission Street and Silver Avenue to BART's Glen Park station on Bosworth Street.
- Extend the 52-Southern Heights line from 16th and Bryant Streets to BART's station at 16th and Mission Streets.

If approved by the PUC, the route changes would be put on a 30-day trial basis, with the Muni staff instructed to report on the operation at the end of the three-month period.

The hearing will be at 2:30 p.m. Tuesday in Room 282, City Hall.

$1 a day BART parking?

A $1 a day parking fee has been proposed for the now free 785-stall parking lot at the Daly City BART station by director Quentin Kopp.

Kopp angrily complained at yesterday's board meeting that riders from San Mateo county, who don't pay taxes toward BART, are "getting a free ride."

The parking lot has been filled to capacity by 8 a.m. every day this week as BART began its San Francisco-Daly City runs, and nearby streets also have been choked by cars of BART patrons.

The matter was referred to the administration committee for discussion.

BART has had a long-standing free parking policy at all its parking lots based on the theory a fee would only drive its customers back to their cars.

BART considering alternative plan

By H. W. Kusserow
Urban Affairs Writer

A plan to begin BART runs between Oakland and San Francisco through the Transbay Tube in the near future was being studied today by the transit district operating department.

The proposed run would terminate at the Oakland West station in the East Bay and at Daly City on the west side.

Suggested by the Alameda County Mayors Conference Wednesday, the plan was relayed to the BART board yesterday by director George Silliman.

Board President William Chester ordered the staff to make an evaluation and report back as quickly as possible.

If found feasible, the limited transbay service, which would not connect with the existing lines—Fremont-Richmond and Concord-Oakland — could begin perhaps as much as six months before BART could obtain permission from the State Public Utilities Commission to go into full system-wide operation.

Should the extension be approved, the trains could be turned back at a crossover just east of the Oakland West station.

The area also has a single track bypass and a storage track, which would add to the operational flexibility, a BART spokesman said.

Among the problems he foresees are parking facilities, connecting buses to the other lines and downtown Oakland and the number of transit cars available.

Meanwhile, analysis of four possible methods of solving the system's train delection problems was being completed.

One alternate proposed by the Hewlett Packard Corporation was demonstrated for the directors yesterday by Dr. Bernard Oliver, the firm's vice president for research and development.

Using an intricate model, Oliver, who also serves as chairman of a special state legislature panel delving into BART problems, convincingly illustrated how the concept detects dead trains and false occupancies.

(Dead trains are those not receiving any power, while false occupancies are signals sent to the automatic train control center indicating a train is in a certain track block when actually the block is unoccupied.)

The Hewlett-Packard method is a back-up to the automatic system, which uses so-called hard wiring that ties together two tracks and two track blocks.

Oliver said he could "assure" the board that the concept will be the solution required by the PUC before a permit is granted to operate merged lines through the Transbay Tube.

Moreover, he said it was relatively cheap—compared to fare revenue losses incurred while start of system-wide operation is delayed.

Electronic circuit boards required would cost only from $10,000 to $16,000 for all stations, he said, although the cost of interfacing them with the existing equipment would be higher.

He estimated that hooking the complete job would come in at a "few hundred thousand dollars" and that it could be completed in "a few months."

The directors were impressed, but also seemed in agreement that the cost of the back-up system—whatever it finally proves—should be borne by Westinghouse Electric Company, suppliers of the train control system.

BART's Daly City Parking Mess

4 Nov 1973

By Michael Grieg

That new BART link rom Daly Ctiy may have ade commuting a snap ut it's a pain in the park- g space for nearby omeowners and for mo- orists who try to park heir cars to take the rain.

A survey by The Chronicle rly yesterday showed that ART's two free parking ts at the Daly City station, hich hold only about 800 rs, were filled by 7:15 m.

Cars lined the curbs and riveways in a five block rea surrounding the newly pened station — and the an- ished complaints of neigh- ors and commuters filled he gas tainted air.

"It used to take me a half our to drive downtown," id W. F. Stockett, a Con- ol Data Institute sales epresentative who lives in outh San Francisco

"Now it's only 20 minutes y BART but it takes me an- ther half hour to find a arking spot around here."

Stockett managed to ob- in a legal parking spot off he highway, several blocks way. He was lucky.

CITATIONS

"Sure, there's been an in- rease in traffic citations nce BART started here," aid Police Sergeant John olbmann of the Daly City raffic detail "It's up 50 per ent over normal."

But many commuters, ac- ording to residents and earby store owners, don't are where they park -- in riveways or on sidewalks.

"It's become an obstacle ourse around here," said lary Quigley, a housewife f 226 Los Banos street. They're parking every- here. I have to call the po- ce almost every day Peo- le are just ignoring the ci tions."

Jesse Vargas, a machinist ho lives across the street om the BART station, said e only time he can park in ont of his home at 421 ouglas avenue is late at

"Otherwise, we have to park blocks away."

"It's a horrible mess," said Pauline Barsotti of the nearby Spring Valley Market. "Our customers can't park. Our suppliers can't get close. BART is killing us."

Commuters who have to park their cars are equally irate.

"Most of the comments are unprintable," said Nat Shulman, a security guard at the BART parking area who, at 8 a.m., was leaning against a sign that said, "Sorry, Parking Lot Full."

"The angriest commuters are San Franciscans who live on the outskirts of Daly City. They say they're the ones who have to pay the BART bonds and taxes but it's the early commuters from the Peninsula who get all the free parking."

Some relief is expected by Northgate Transit Lines Inc., a privately-owned system serving Daly City and most of South San Francisco.

Six of Northgate's seven lines now stop at the Daly City BART station, according to Northgate general manager Richard Silver, and their commute hour business has jumped 25 per cent.

Greyhound has four bus routes carrying Peninsula riders from Pacifica, San Bruno and San Mateo through Daly City into San Francisco. None, however, stop at the Daly City BART station

One Daly City man, hurrying to catch a train after parking blocks away, said, "They spent a billion dollars on this system and created a monumental jam here, especially in the evening rush. They should have known what to expect.

LUCKY

Denise Dutcher, legal secretary from Pacifica, was one of the lucky parkers yesterday. "This makes my day," she said, smiling. "Up to now, it's been trouble every day."

According to attorney Stephen Adams, one cause of the traffic mess is the lack of free parking at the Glen Park and Balboa Park stations. "Everybody from the general area is coming here," he said.

Only commuters with wives or husbands to drop them off have a relatively easy time of it

"We have two cars but I bring my husband to the station every working day," said Cathryn Sant, a Daly City housewife who drove up to the station with her husband and two young children.

"They'll have to build a Fifth and Mission type parking complex here before I can begin to think of getting a ride from the morning rush."

New 'in' thing:

9 Nov 1973

by BART to Daly City

By Almena Lomax

The most frequently asked question at BART's new Powell Street station is, "How much is the fare?"

The answer is given by six station agents on two shifts and in booklets in English, Chinese, Spanish, with a fourth booklet for wheelchair patrons.

The fare is 30 cents, unless you're going to Daly City, the end of the new San Francisco line. That's 35 cents.

The new "in" thing in San Francisco is an excursion rate of 60 cents. But you have to buy a roundtrip ticket to get it and cannot leave the station before returning.

Thousands of show me-minded San Franciscans are trying out BART before they convert from the Muni or their automobiles.

"But most people buy single tickets," complains BART supervisor C. Porter.

"You can't have rapid transit with long lines," he said, pointing to two in front of the ticket machines.

"The gates take close to 60 tickets a minute," Porter said. "Our object is to have people buy tickets of a higher value. The machines can sell them from 30 cents to $20.

"There's no discount, except in the time saved. If those people had their tickets, they'd be down on the train platform in a matter of minutes."

Ticket difficulty prompts the second most frequently asked question at the station. It's more in the form of a complaint.

"I put my ticket in the slot and it came out and I never got out," patrons complain to station agent Patting and "That's because you owe it more money," Mrs. Ingram explains amiably, directing the passenger to one of the Addfare machines long the wall.

The Addfare machines are besieged by patrons who have bought 30 cent fares, taken a ride to Daly City, bought another 30 cent fare back to Powell Street, only to have the exit gate remain closed and flash a sign reading, "Underpaid. Go to Addfare."

Another frequently asked question through the mouthpiece in the bulletproof glass of the information booth is, "Can I transfer to the Muni?"

Not yet. However, Supervisor Quentin Kopp, a member of BART's board, is trying to negotiate a transfer system with the Muni.

"How late are you open?" is another question.

Until Thanksgiving, until 8 p.m. From then to Christmas, the trains will run until 12. We'll be open another year—until we go trans-bay, in the tube" trains there will be service as late as 1 a.m.

"May I go to the lavatory?" is answered with a buzzer which is pressed by the station agent only for passengers already past the entrance gate.

Derelicts drooling over the barriers — and there are some — can't get in to clutter the corridors and commit nuisances in the restrooms unless they buy tickets, or crawl under or climb over the railing, which supervisor Porter admits aren't very high.

But what happens after that will give them pause.

They'll be collared by one of BART's 100-man police force, recruited from law enforcement throughout the Bay Area and headed by an ex-FBI agent, Ralph Lindsey.

Or they might be cornered by Dirk or Bismarck, the first graduates of a patrol of Doberman pinschers.

"We have the same problems you have on the street," said Police Supervisor D. F. White, a former San Leandro police sergeant, as he straightened his blazer after placing a pair of marijuana smokers under arrest.

The natty blue blazers, Navy blue turtle-necks, flaired slacks "play down the police image," said Patrolman G. A. Gee. But under the blazers are 38 caliber police specials, walkie-talkies, handcuffs, extra "ammo," and there are Mace sticks in the pockets.

"No, we don't change anything bigger than a dollar bill. Go to the change machine," the station agent tells a young woman waving a $10 bill in front of the booth.

The change machines bank $27,000 twice a day.

The banking is a ritual which excites as much attention as the changing of the guard before London's Buckingham Palace.

First comes Dirk — or is it Bismarck? held on a tight leash by a patrolman.

Then two BART treasury workers, trundling specially built wheelbarrows piled with cartridges of coin and currency.

Bringing up the rear is Patrolman Jones Dyson recruited from the San Francisco Sheriff's Department.

The dog, the patrolmen, and a fascinated crowd stands by while the machines are opened, the empty coin and currency cartridges exchanged for full ones, the pouches packed with money at the bottom of the machines loaded on the wheelbarrows, and marched to the rear where armored trucks wait

Dick Nolan

Our flawed city

Mine has been not the Lost Generation but the Tantalus Generation.

Tantalus offended the gods. So he was condemned to be forever hungry and thirsty. Delicious foods and crystal waters were placed within his reach. But whenever he moved to ease his hunger or slake his thirst the food and water would elude him.

Career employment eluded us in a great domestic depression, and when this lifted there was a world war to divert us. With that over, profiteering and inflation grew to tantalize us. Further wars and a drug craze and other social upheavals robbed us of serenity in our children.

The old Greeks knew a thing or two about humanity, maybe all that's worth knowing. Their highly refined sense of irony has about it an air of eternal verity.

What eludes us here in the parish is, of course The San Francisco That Was. The teasing gods don't miss a trick.

If "we" had had anything to say about it, I would state that "we" made a mess of postwar San Francisco. But "we" didn't. The pegs were set.

All that's left for us to say, as we look around us at the battlefield landscape, is, "For God's sake get on with it. Whatever it is that's being done here, get it done."

The City That Was built the enormous and imaginative Hetch Hetchy water project briskly, overcoming all physical and political odds with a vigor that hasn't been in evidence since.

I cite Hetch Hetchy as an example, only one example, as I survey BART and its ever-receding deadlines, and Market Street which seems doomed to be torn up forever.

With all the money in the world, and all the political power firmly in their hands, how is it that our leadership in The San Francisco That Is can get nothing done decently or even approximately on time?

The gloomier among us are tending toward the belief that there has been a basic change in our very civilization itself. As the barbarians forgot how to build roads, we seem to have forgotten how to build anything. Our evident incompetence is on such a scale as to be horrifying. On Market Street we don't even know how to lay bricks.

Yerba Buena Center, that other grand project, at least has the excuse of sharply divided public opinion. But as to BART, everything that an engineer could imagine was supplied lavishly, yet it has still to meet the safety standards that were taken for granted in an 1895 subway.

I look upon BART neither in anger nor mere complaint, but almost in a sense of gut-level fear. If we can do no better than this with enormous resources backed by a general public concensus, perhaps we're a lot worse off than we have even imagined.

There is a deep issue here, and it isn't helped by our resident Babbitt, The Hon. Joe Alioto, who persists in the face of all reality to contend not only that all's well, but that all's better than it has ever been.

Alioto's booster speeches at the BART opening ceremonies were appalling. Either Joe's stupid, a charge which has yet to be substantiated, or else he thinks we are stupid. And if indeed we are as stupid as Joe's speeches suggest then our society is in desperate trouble.

Our Mayor brushed off the deep flaws in the BART system, and instead complained about the "gripers," just as though there honestly were nothing legitimate about which anybody ought to gripe.

Alioto's proper role, as leader of all the tormented San Franciscans, ought to be to go after the BART fumblers with fire and sword. Nothing less than the lives of those who will ride BART are what's at stake. And Alioto calls it a "gripe."

So it goes. We missed The City That Was. The City That Is is a mess. The City To Be keeps eluding us. And the best we can get from our Mayor is — "Shut up!"

A New World Underground

Some people still carry open umbrellas, even though they can walk for blocks underground at BART stations; others are content to keep theirs closed until they surface

By Ruthe Stein

By now everyone knows that BART will take you from downtown San Francisco to Daly City in 13 breath-taking minutes. But if you're not in that much of a hurry to get to Daly City, you may be wondering what other use can be made of our wondrous new subway system.

Well, there are all kinds of ways to take advantage of BART—without laying out a cent or ever boarding a train. I made the Montgomery street-Daly City run the other day, getting off at every stop to snoop around, and here's what I found.

First of all, BART stations are a great place to go to get out of the rain. And, these days, that's nothing to sniff at.

If you don't mind the stairs (most of the stations have escalators that only go up), you can cut across streets and walk, as far as two blocks—all underground.

The Montgomery street station offers stockbrokers the chance to walk from New Montgomery street and Market to Sansome and Sutter without ever getting their three-piece suits wet. Eventually there will be access to the Wells Fargo building as well.

The Powell street station is a real find on a rainy day. One youngster was overheard telling his friend, "Wow, you don't have to go out in the world no more."

That's not quite true, but you can cut across Market at both Fourth and Fifth streets and walk to Stockton and Ellis. There are also plans for a tunnel leading to the Yerba Buena Center.

Along the underground path, you can nip into the Emporium or Woolworth's basements, and, in the near future, California Savings and Loan. It's conceivable that a shopper could get everything done without ever surfacing.

Souvenirs and out-of-town newspapers are available at the Powell street station, recognizing the fact that BART is fast becoming one of San Francisco's prime tourist attractions.

At the Civic Center station underground pedestrians can walk underground from Seventh and Market to Grove and Hyde. They also can cut across Mission at both the 16th street and 24th street stations and across busy Geneva avenue via the Balboa Park station.

The end of the line — in Daly City—is pretty much in the middle of nowhere. But the Westlake Shopping Center provides free shuttle service every 15 minutes to rescue stranded shoppers.

The BART stations are fun to walk around, even if it's not rainy. The twin stations at Montgomery and Powell look like something out of the film "2001: A Space Odyssey," all white and chrome, with indirect lighting from ivory-colored louvered ceilings.

The Civic Center station is striking with its gray brick walls and marble floors. Both Mission street stations sport cast-concrete sculptures lining the entrance walls from the street level plaza to the subway concourse.

By the way, for those people who want to know such things, there are washrooms and telephones at all the stations. (The Powell street station even has lockers.)

However, in order to use the facilities, you have to have a station attendant let you in. It could try your patience if you're in a hurry to catch a train, but should also be a deterrent to muggers.

BART slips Mission jitneys bumpy ride

12 Nov 1973

By William O'Brien

S.F. Examiner—Page 5
☆☆ Mon., Nov. 12, 1973

"BART is really knocking out the jitney business," said Louis Kritikakos.

Kritikakos is secretary-treasurer of the Jitney Owners Association and has been an officer of the organization for a quarter century.

"I would say things are off 20 percent," lamented Kritikakos yesterday after surveying the first week's operation of the City's 117 jitneys in competition with the nation's newest mass transit system.

Jitneys have been a San Francisco institution since the 1915 Panama Pacific Exposition. Original fare was a nickel—"jitney" derives from the old slang for five cents — and early day routes for the more than 1000 jitneys criss-crossed the city.

Where modern mini buses used to make their Mission Street runs from Ferry Building to Daly City with full 12-passenger loads, seven is now considered usual and five not uncommon.

Conditions reached such a point Thursday that association officers met in South San Francisco and considered programs ranging from requesting government operating subsidies to painting all their vehicles a uniform color. High on the list was a proposed plea to City Hall to remove some Municipal Railway bus competition on the downtown-to-Daly City corridor.

The jitney men complain bitterly that Muni vehicles are operating nearly empty what little transit business has been available in the area.

Other proposals in what association officers term "a complete reorganization" include squeezing out multi-permit jitney operators, who already are proscribed by police regulation from having more than one vehicle licensed.

Empty space ahead on the Mission street run?

"The Police Department hasn't been too strict about that in recent years," noted Jim Halter, the driver-public relations director of the association.

Reason for changing the paint jobs on jitneys to one color, explained Halter, stems from some customers making errors by stepping into passenger vans no way connected with jitney operations.

"The Muni gets a tax subsidy from the City. The federal government subsidizes BART. Our owners are taxpayers and workers paying for their licenses. Why shouldn't they get a subsidy?" said Kritikakos.

The first step, according to Kritikakos, will be to hire a lawyer for advice on subsidy possibilities.

Jitney operators, Kritikakos observed, expected some changes in their operating style after the start of BART here. But they did not anticipate last week's economic drought.

"We thought we could still carry a lot of people because the first BART plan was to charge a 60 cent fare to Daly City. But then they came in with the 30 cent fare, which is the same as our's," said Kritikakos.

Halter said take-home pay of jitney drivers now averages between $25 and $35 a day. "If you work very hard." Very hard work, Halter added, is a 16 to 18 hour shift, five days a week.

With a near total disappearance of rush hour passengers coupled with an average $3000 investment in acquiring an owner's license and jitney there is no way for a jitney man to break even under current market conditions, said Halter.

Neither the Municipal Railway nor Greyhound, according to spokesmen, have yet been able to measure the impact of BART on their operations.

Both systems reported slight declines in patronage during BART's opening last Monday. Both systems have since reported a welcome increase in ridership as the novelty of the new system wears off and as drivers become familiar with the routes.

Editor's Mail Box 13 Nov 1973

13 Nov 1973

BART vs. the freeway

To the Editor:

It sometimes seems to me that certain critics of BART's safety systems must represent the tow truck and ambulance trust or some other entity which has a vested interest in our freeway system of mass transit. True, BART has its problems. So does any project requiring new and advanced technology.

It is also true that the reason so few of us live to be over 1000 years old is that there is no such thing as absolute safety. BART is only relatively safe. Passengers are not safe against against such a contingency as volcanoes on the right of way and have no assurance they will not be eaten by alligators by the time the train reaches its destination. . . .

But view the matter in its proper proportion. Consider the competing system which provides a large percentage of our transit: thousands of miles of units of rolling stock, some in fair condition; an operating staff which includes many drivers who are frequently sober and a generous sprinkling of maniacs, hot-rodders and idiots; headways ranging from six inches to a few feet and no automatic system to guard against sudden stoppages and stalls ahead . . . And a communications system whose major components are a loud horn and an uplifted forefinger.

Given this sort of competition, BART engineers have built a better, safer system with a giant Mecanno set and a big screw driver. If we're so concerned with safety, we'd be a lot better off to start BART operations without further delay and to shut down the freeways until we can be absolutely sure that they will cause us almost no fatalities.

D. C. CAMP
Ross

Two Views of BART

Editor—In the grand, sinking tradition of the Titanic, BART collapsed for three hours October 31. Like the builders of its illustrious predecessor, the management of BART did not provide its passengers (of which I was one) with any means of escape. In the future, I suggest that BART's management provide each passenger with an emergency pair of roller skates so passengers may skate to the nearest bus stop during the next calamity . . . The rapid in Bay Area Rapid Transit District has been missing since the first days the trains ground to a start . .

DAVID BAKER
Oakland

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Editor—BART is going to succeed, and fantastically so if my two-day experience is any measuring rod. November 5, for the first time in several years I rode to work on a transit vehicle that was monumentally efficient, delightfully comfortable and with amenities that were a treat to the eye. The entire trip from home to the office took less than 20 minutes.

The automobile congestion in the Financial District Monday night, with the rain, was an absolute nightmare. Fortunately for me, I had but a short walk from my office to the Sansome street escalator to the Montgomery street station, and a short 12 minutes later I arrived at Glen Park station.

Tuesday morning's ride provided still another exhilarating experience. Though all the seats in the seven-car train were occupied, I experienced little or no discomfort in standing (along with some 300 other passengers) for the brief zip into the Financial District.

BART is a complex system that requires time and trial in order to iron out the bugs, but the benefits and services it will render in due time are so profound as to warrant patience and understanding on the part of the public.

Bill Stokes, General Manager of BART and his entire staff deserve our continued confidence and utmost respect.

STEPHAN C. LEONOUDAKIS
President
Board of Directors
Golden Gate Bridge
Highway and
Transportation District
San Francisco

More Reports on BART

Editor—The Daly City BART station is essentially a parking lot for those San Mateo county commuters who voted against BART in 1962. 10-15-73

Commuters filled the 785-car lot by 7 a.m. Monday morning. Other commuters parked in front of homes of Daly City residents.

Commuters can park in Daly City for the bargain price of a 70-cent round-trip BART ticket, instead of paying more for downtown San Francisco parking.

San Franciscans should be outraged. San Mateo country residents, who did not pay the extra half per cent sales tax supporting BART, can use parking facilities paid for in part by San Franciscans. San Francisco residents have to use a sometimes unreliable Muni to get to BART because all BART stations within the city have no parking facilities.

JOSEPH K. COLLIGNON.
Berkeley.

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Editor—BART is clean, fast, elegant, ultramodern, sophisticated, and fun. Muni is dirty, slow, demeaning, ancient, dull and a big drag. Shouldn't San Francisco coordinate the two so that ugly old Muni can be used to service the spiffy new BART system? What is the good in speeding from the Montgomery street station to Glen Park in eleven minutes, only to wait 50 for two buses to home? Muni should be used to a great extent merely as shuttles to BART. This would lessen the amount of time on Muni and waiting for Muni, and increase the patronage of both systems.

BART needs to coordinate with the existing city transportation system instead of ignoring it.

KATIE CAMPBELL.
San Francisco.

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Editor—While the farcical bungling continues with the BART operation, why not utilize the costly tube with manually operated cars? This will probably be the eventual procedure anyway. With the millions thrown to the wind, a few dollars for wages should not be missed

RICK LEE
San Francisco.

BART problems on The City line

SUCCESS OFTEN generates problems of its own, as BART, warmly received in San Francisco, is finding out. Its 785-stall parking lot at the Daly City station has been filled to capacity every day, with the runover choking adjacent streets to the disgruntlement of neighbors.

EXAM 13 NOV 1973

BART director Quentin Kopp charged these BART patrons are getting "a free ride." Most are from San Mateo and as residents of that county pay none of the local taxes that built BART and help meet its deficits. Now BART relieves them of a longer drive to work, of driving in downtown congestion and of garage fees at the end of the trip.

Kopp's solution is to charge a $1 parking fee at Daly City. That would make it the only pay parking on the BART system.

We understand Kopp's ruffled reaction, and tend toward his view, but the question requires further digestion before final decision. Some of the parking in the Daly City lot is done by San Franciscans who have been paying BART taxes right along. Also, if the parking fee leads many motorists to return to their cars, has not BART defeated its own purpose of promoting public transit?

Referring again to BART's warm reception in San Francisco, certainly part of that is due to the clean, attractive new cars. They give to residents living in the Mission corridor the best public transit in The City, far superior to that in wealthier sections of The City.

A short glance at Muni buses will confirm what vandals can do to transit vehicles. We hope that leadership in the Mission and elsewhere along the line will try to instill a special pride among their neighbors to help avert incidents of violence and damage to the beautiful BART cars.

Passengers should cooperate with authorities in preventing vandalism and judges should deal firmly with offenders.

New BART Line Running Smoothly

By Michael Harris

The four trains on BART's new San Francisco line continued to maintain their schedules yesterday, but there were serious disruptions on the Fremont - Oakland - Richmond route.

The worst problem, which caused a one-hour, seven-minute break in service, occurred at 10:43 a.m. when a northbound train came to a stop in the tunnel beneath downtown Oakland just after pulling out of the 19th street station.

The stalled train was pushed slowly into the MacArthur station by the next train down the line, arriving at a spur track at 11:33 a.m. Normal service was restored at 11:50 a.m.

PASSENGERS

BART officials said they did not know how many passengers were stuck on the stalled train.

Another disruption, causing about half an hour's break in service, occurred at 3:45 p.m., when a northbound train fell back to half speed after leaving the Lake Merritt station.

Service down the entire line was held back to reduced speed until the malfunctioning train reached the Richmond yards.

The two incidents climaxed a day that began when BART crews had extreme difficulty getting the Fremont-Oakland-Richmond line into normal service.

TRAINS

The route is supposed to begin operations at 6 a.m. with 12 trains available for service, but the 12th train did not get into operation yesterday until 8:50 a.m.

Because of equipment shortages seven of the morning rush-hours trains in the East Bay had only three cars. A BART spokesman said they were filled to the saturation point.

The spokesman said BART completed its first week of service in San Francisco with only six equipment failures.

On no day, he continued, did BART have to remove more than two of the four trains on its San Francisco line because of mechanical trouble. And since BART keeps two trains in reserve in San Francisco, substitutions were made without serious inconvenience to passengers.

BART attempts to operate trains every ten minutes between Montgomery street and Daly City from 6 a.m. to 8 p.m. Mondays through Fridays. A breakdown at 5:20 p.m. caused a 20-minute delay in service last Friday between downtown San Francisco and Daly City — the longest disruption of the entire opening week, the spokesman said.

In all cases, he added, the trains that were removed suffered minor mechanical problems that were easily repaired.

San Francisco Chronicle 7
★★★ Tues., Nov. 13, 1973

Muni's Losses in 1st Week of BART

By Drew McKillips

The San Francisco Public Utilities Commission said yesterday that Muni lost an average of $4500 a day last week on eight lines that offer parallel service to BART.

A PUC spokesman said that the revenue loss, as compared to a "pre-BART" week, was considered insignificant and possibly not attributable at all to the inauguration of BART service.

At the same time, however, the operators of the city's 117 jitneys were complaining that BART had made significant inroads into their business and that their revennes were off about 30 per cent.

SURVEY

Commenting on the first week of BART operations in San Francisco, James H. Leonard, assistant to the PUC General Manager, said:

"We did a survey of eight lines that roughly offer parallel service to BART. Our revenue for those lines was down about $22,500 for the week, or about $4500---day.

"There are a number of factors involved here and we feel it is far too early to draw conclusions as to the impact of BART. Last week saw a lot of rain and in any rainy period our revenues are always down. Also, last Tuesday was election day and a number of people didn't work.

"Also, there are indications that a large percentage of the BART riders were not prior Muni riders, but are people coming in from San Mateo county who are getting on at the Daly City station."

Leonard said that for the week of November 5-9, revenue in the entire system averaged $79,620 per day. This compared to $86,412 per day for October 29 - November 2; and $87,000 per day for October 1 to October 5.

"Our chief accountant, John Madden, figured that some of the overall loss was due to rainy weather, and that about $4500 per day was as the result of BART on the eight lines that offer parallel service," Leonard said.

"Before we can really tell the full impact I think we are going to have to wait until the entire BART system is in operation, and the trains are coming through the trans - bay tube."

A spokesman for BART said the San Francisco line averaged about 32,900 passengers a day during its first week of operation. He largely concurred with the PUC observation that a large percentage of the passengers were coming from beyond Daly City.

RIDERS

"Our calculations show that on Monday of last week, about three - fourths of the BART commuter riders (people using the trains from 6 a.m. to 9 a.m. and from 4 p.m. to 6 p.m.) came through Daly City," the BART spokesman said.

The Jitney Owners Association had another story to tell, however.

"Our revennes last week were off 30 per cent and some of our jitneys in the commute hours were only carrying half their full compliment of 12 passengers," said Louis Kritikakos, secretary - treasurer of the association.

"BART gets a federal government subsidy, and the Muni gets a tax subsidy from the city. We think it is only fair that our owner - operators should get some sort of subsidy."

Kritikakos said the association is exploring the possibility of hiring a lawyer to instigate legal action to get subsidy help

Guy Wright

14 Nov 1973

BART's worst bug

The old codger had his bottle of muscatel in his raincoat pocket and an adventuresome gleam in his eye. He wiped his mouth with the back of his hand and announced he was ready to ride BART, if someone would just point him toward the ticket counter.

"There is no ticket counter," said the sweet young attendant. "You buy your ticket from the machine over there."

The old fellow made it to the wall with the built-in ticket machine and change-maker, but all those slots and arrows and printed instructions were too much for him.

"If you have the correct change, put your money in here, and your ticket will come out over there," the young lady said. "If you need change, this other machine . . ."

In the immemorial gesture of the drunk who has found a helpful friend, the old fellow tried to dump his money and his problem into the girl's hands.

"No, no. I'm not allowed to take your money," she protested. And then, assessing the effect of the muscatel, she caught the eye of a BART policeman and signaled for him to come over.

Young and casual in his light blue blazer, the policeman tried the friendly approach. "Hello, there. Where do you want to go?" the policeman asked.

"I want to ride BART," replied the willing patron with a happy grin.

"Yes, but where do you want to get off?" the policeman asked.

The old codger sensed this was a trick question. He gave it canny consideration.

"All the way to San Jose!" he said triumphantly.

"BART doesn't go to San Jose," the policeman said.

"Well, wherever it goes, then." The wino was trying to keep hope alive but defeat had repossessed his face.

"Tell you what," said the policeman, maneuvering him toward an exit. "Why don't you comeback and ride tomorrow?"

Oh, I will, I will," he promised earnestly.

Myself, I hope he does, because it's quite a ride. The best thing about BART-West is that it's new. It even smells new. No graffiti on the walls yet, and the kids haven't slashed the seats.

Bigwigs in the rapid transit system hope it will make such a positive impression that even the vandals will want to keep it nice. There's a lot of wishful thinking like that in the BART executive suite. On the other hand, when I took my ride customers were actually obeying the no-smoking rule, so maybe it's possible to change human nature.

The next best thing about BART is its no-lurch stop and start. Even if you're standing with nothing to hold onto, you aren't thrown off your feet.

The third best thing is the speed. I went from Powell to 24th Street in four minutes, and the schedule promises to get you all the way from Montgomery Street to Daly City in 13.

BART isn't without bugs, of course. At Hallidie Plaza (Powell and Market to you pre-BART types) only the down escalator was working, and it's a cardiac climb up. Impromptu signs cautioned the entrance floor was slippery when wet, amd it's going to be wet a lot."

Because BART seats aren't reversible there's a 50-50 chance you'll ride backwards, but that doesn't matter as much as you might think because the ride is so short.

The worst bug is the ticketing system. Station agent Bob Aceituno tried to assure me it's really simple, but stranded customers at the emergency gate kept interrupting. It's easy to find yourself trapped in BART's subterranean world without a valid ticket, and your predicament isn't made easier by the fact that billion dollar BART can't change anything larger than a $1 bill.

But the ride, ah, the ride is great.

BART is Here!

For those who thought our BART-pushes-up-the-skyscrapers and BART-wrecks-the-neighborhood stories were a batch of conspiracy theories, we suggest you read the BART stories on Pgs. 4, 19 and get out to the Mission in San Francisco and Rockridge in Oakland as quickly as you can.

These neighborhoods won't be there long. We've done stories since 1968 pointing out how BART will provide the coup de grace of Manhattanization on downtown San Francisco, then how it will destroy the great neighborhoods of this city one by one.

This isn't the Guardian speaking. This is City Hall/Chamber of Commerce policy as it trickles down from the Bloc that runs this town. You'll see what we mean soon enough and you'll see how we've been deceived by a batch of supervisors who suddenly start talking neighborhood protection while still voting the old BART/Manhattanization line.

Idle query: what would happen if BART would roll toward Sup. Feinstein's house in Pacific Heights and Sup. Pelosi's house in Presidio Heights, promising to uproot and wreck these neighborhoods, as it will the Mission and Rockridge? ■

Dogs That Police The BART Trains

By Jack Viets

BART dog 1 and BART dog 2 probably enjoy riding BART's speedy trains between San Francisco and Daly City even more than BART's human passengers.

"They just love to ride the trains," BART police officer Rick Russell said the other day.

"It's just like they've always ridden them."

"Stay!" he commanded, as his dog Bismarck began [illegible]

The [illegible] train to Daly City was stopping [illegible] long at top speed, and the passengers in the car [illegible] over the dog [illegible] finishing off the [illegible] accepted the congratulatory pats of the riders closest to him — and alertly checked the action.

"He looks smarter than [illegible]," Russell said. Ernest Bowen, a bridge foreman on his way home from San Francisco to 365 Delong Street in Daly City, had just left the BART station.

"I think this is fantastic," Bowen said. "The speed is amazing, and that dog is a good idea.

"Vandals won't tear up these seats like they did on the [illegible]."

Bowen is unquestionably correct.

Bismarck and Dirk, BART dog 2, could take care of anyone who gets on or off BART in one lightning leap.

They're friendly, very friendly, when they ride the trains and patrol the underground caverns of BART's San Francisco and Daly City stations. At present no dogs work for BART on its East Bay lines.

But at the command of their handlers, they are trained to instantly attack or chase down an offender.

Both dogs will also attack without command if someone were to attack their handlers.

During their train and station patrols — currently from 1:30 in the afternoon to 9:30 at night — Bismarck and officer Russell and Dirk and his handler, BART officer Jeff Sousa, always follow a different routine.

Their patrol areas overlap on their eight-minute trip, but there's no way a purse snatcher or any other offender can be sure one of the dogs and their handlers won't suddenly appear, fast.

Although the BART dogs are unusual rapid transit peace officers, they are just a small part of the police force BART has put together to keep the police on the BART system.

They are backed up by a 99-member force that includes 68 patrolmen and 23 supervisory personnel, all experienced law enforcement officers picked from police and sheriff's departments, mostly in the Bay Area.

The BART police wear blue blazers and turtle neck shirts, and like the dogs and their handlers, carefully follow a deliberately haphazard routine.

You never know when one will suddenly appear. From the back, BART policemen look just like any other commuter, but when they turn around you see a BART police identification patch on their chest pocket.

They keep in touch by walkie-talkie radio with a system that works above or below ground, even in the most remote tunnel or station area.

So far, the BART police assigned to the San Francisco-Daly City trains and stations have been pleasantly surprised by the lack of crime on the system.

"I know this is early in the game, but so far the crime level over here has been lower than we anticipated," said Ralph Weule, a BART police adviser, or watch commander.

Since the San Francisco-Daly City service started November 5, only about a dozen arrests have been made, he said. They included some drunks, narcotics violators and purse snatchers.

"Our acceptance by the public has been good, and the cooperation with local law enforcement agencies has been excellent."

And Weule is very happy with the performance of BART dog 1 and BART dog 2. "They were involved in four of our arrests," he said.

"It's amazing how many problems the mere presence of a dog will solve," said Weule, who handled a dog himself for three years while a member of the Sonoma county sheriff's department.

"We're planning to get five more."

RICK RUSSELL AND BISMARCK ON A COMMUTER-FILLED TRAIN
Policeman and police dog follow a deliberately haphazard route

BART: Forcing the Mission Underground

By Susan Thistle, Vicki Smith and William Ristow

George Orwell, with all his doublethink nightmares, couldn't have orchestrated it better: BART comes to the Mission District, the local folks crowd the sidewalks to welcome it – while back behind the scenes, at the realtors and the banks and the businesses, plans move into high gear to capitalize on BART and shove those celebrating citizens out of the path.

Today's Mission, the pre-BART Mission, is a low income district. But at the same time it is one of the last places in the Bay Area you can taste the authentic flavor of a foreign culture, the Latin culture, whose independence from the bland urban mainstream will be greatly diminished with the arrival of BART. Today, without the stifling density of Chinatown, the Mission has a similar ethnic uniqueness. You'll find it in the shabby restaurants with homemade tortillas; the moviehouses with prices in pesos; the tiny thrift stores with *no* prices marked, you just bargain; the delicatessens where nobody speaks English and you can buy five-foot lengths of sugar cane.

What of tomorrow's Mission, the post-BART Mission? Here's Ricardo Leal, real estate salesman with Castro Realty, a big name in the Mission District's future:

"The building across from Bay View, we're going to put stores underneath, all Latin stores . . . They'll be on the classy side, cheerful, nice stores. Very similar to Ghiradhelli Square but predominantly Latin. The concept is to have Latino stores representing different countries . . .

"Of course, if something is too old, it's better to tear it down and put in something nice and new. Mission merchants got together and wanted to do something more constructive, get more Blue Chip chains into the area. This is what they've done. A taco place is going up here, it's going to be a real nice place, a chain I think."

And here's Greg Hurst, manager of the Mission Merchants Association Division of the SF Chamber of Commerce:

"We would like to see a few large department stores come in. To develop a shopping center, like Serramonte for example, you put large operations at each end and smaller stores in between. We have one large retailer, Sears, down by Army St; if someone came in around 18th and Mission with a large operation, it would be like an anchor store and shoppers would shuttle between the two, and little businesses would pick up in between. We would encourage that."

That's the way people with financial interests in the Mission are thinking now that BART's here, and chief among them is Frank Hunt, owner of Hunt's Do-Nuts, Mission District heavy and big landholder near the two Mission BART stations. It's his highly controversial parcel where a fast-food MacDonald's is slated to replace an existing Victorian at 24th and Mission.

Hunt is president of Mission Merchants Association, has been in the Mission for 20 years, and quoted in the SF Chamber's magazine this February, considers BART a "godsend." He's looking for a building boom in the Mission equivalent to the one Toronto got when it put in rapid transit lines: his hopes include major department stores on his corner, maybe a parking garage, plus highrises around each station. He doesn't want to sell his land, but will build to suit for the best bidder. Philosophy: "I'm barely as smart as a packhorse, yet I had the sense to make a million dollars; soon it will be three million . . . I make money because I want to, and I like to spend it."

MANHATTAN COMES TO THE MISSION

The Frank Hunt/private realtor mentality is by no means alone in seeing a brand new Mission resulting from BART. BART's planners and consultants, in studies dating back as far as 1953, have predicted big development all along the transit routes, pointing to experience in Toronto, where property along the lines went up as much as tenfold. In a special advertising insert in Fortune magazine in 1970, "Bay Area Rapid Transit: A Building Boom in the Billions," the SF Chamber commented on the interesting fact that "BART will send its trains through or near such well-known ghetto areas as SF'S Chinatown, the Spanish-speaking areas of SF's Mission and Southern Alameda County, and the black areas of SF, Oakland, and Berkeley."

Specifically, the Chamber supplement continues that the Mission, "with two stations, also will share in the $25 million beautification bond issue. City Assessor Joseph L. Tinney, formerly a Mission District lawyer, predicts that the area's nearness to downtown, combined with the best weather in the city, will bring both major apartment buildings and a resurgence of its regional shopping facilities."

The most telling omen of things to come, though, was the "Mission District Urban Design Study," prepared for the SF City Planning Commission by the planning firm of Okamoto/Liskamm in 1966.

"The impact of rapid transit on residential land uses," reads the report, "will be of considerable magnitude with the Mission ultimately serving as a major moderate income residential resource for the entire Bay Area. Anticipated effects of this increase in residential development will be greater densities, slightly higher rentals, and concentration near the stations and along the 'feeder' arteries."

Around the 16th St. station, the plan sees "special

tourist facilities with motor and transit access, new office buildings, a motor hotel, and banks, food markets, eating and drinking establishments reflecting a Spanish-American atmosphere, as well as new high density housing for small household units . . . The plaza is defined by an international food market on the south, a new motor hotel and office tower on the north and new high density housing on the south and west . . . Specialized gift shops and kiosk, together with outdoor cafes will all contribute to the life of the plaza."

The plan suggests that "the emphasis of the 24th St. station development is on the creation of a new City-wide and sub-regional retail shopping facility, and the integration of this facility with the existing strong retail area immediately to the north of the station." The station will be another plaza, with "new retail stores, restaurants, outdoor cafes, banks and entertainment facilities," aiming at commuter/shoppers, with high density housing which "will consist primarily of units for couples without children and for single persons."

BART, the study concludes in one of Manhattanization's larger understatements, "will significantly change many aspects of life in the Mission District."

The Mission, this unique neighborhood soon to be Barted into a shimmering future, has been a working class district since the late 1800s, since it sits close to the manufacturing area running along the bay. Though it started as a Spanish Mission and was originally settled by Mexicans in the mid-19th century, the 1848 gold rush brought a massive influx of Anglos, and until the late 1930s the Mission's principal residents were Irish, Italian and Eastern European immigrants; in the 1920s there were less than 1,000 Mexicans in the district.

DECLINE OF A NEIGHBORHOOD

After the depression, the white working class started an exodus into new housing which was opening up in outlying areas, and gradually increasing immigration of people from Mexico and Central and South America began. "In 1950, only eleven percent of the people in the Mission were Latino," reports a special 1972 Stanford/Mission Coalition study of the Mission population; "by 1970, they constituted almost half the population."

Though the Mission is commonly seen from the outside as a Mexican district, in fact Central Americans comprise the majority of the Raza population, with people from Nicaragua and El Salvador most numerous, and others from South American, Cuba and Mexico. The Mexicans, however, often arrived in SF earlier — some can trace a lineage back to the 1800s — and as a result dominate what political voice the Raza population has in city affairs.

The real decline of the Mission began in the 1950s, with the general exodus of blue-collar employers from the city. SF lost 9,000 manufacturing jobs, 14% of its total, between 1953 and 1966. The squeeze was tightest on an area like the Mission, where newly arriving immigrants generally were forced by discrimination or language or professional licensing problems to seek blue-collar work. The result was poverty: by 1968 Mission unemployment ran approximately double the city's rate, and the Stanford study reports that in 1969 a full 9% of Mission families showed incomes of less than $2,000, compared to 4% throughout SF.

Housing reflects the problem. Some 86% of Mission housing units are renter-occupied and at the time of the 1970 census, 24% of the Raza households in the Mission were defined as "crowded" (more people than rooms), compared to less that 7% for SF as a whole. Throughout the Mission, 39% of the renters pay more than 35% of their income for rent, compared to SF's 30% total.

The statistics translate into an even more grim reality when you look at them closely, in light of BART's arrival. They show that what's about to happen is urban removal, on a massive scale.

The 1966 Urban Design Study calmly predicts there will be "slightly higher rentals, and conversion near the stations . . ." It doesn't mention, and none of the realtors/businessmen mention, that renters around the stations are already strapped for rent money, and will inevitably be forced out. As of 1970, nearly half (46%) of the residents adjacent to the 24th St. station — a total of nearly 6,000 people — were already paying more than 35% of their income for rent. As BART starts whizzing new "commuter/shoppers" into the Mission, those 6000 people are bound to be the first casualties to be replaced by the new urban middle class attracted by a "Lamino Ghirardelli Square."

REDEVELOPMENT, ROUND TWO

BART is actually the city's second attempt (and, it appears, the successful one) to redesign the character of the Mission. The first came in 1960, when the bulldozer approach to redevelopment, masquerading under the title "Urban Renewal," was still in favor. The idea of publicly-funded redevelopment, briefly stated, was to upgrade run-down areas which were becoming an economic and aesthetic drain on the city.

But in 1960, by the time the city's Redevelopment Agency began to formulate plans for the Mission, middle class homeowners and businesspeople in the Mission had been able to see the consequences of redevelopment in the destruction of the Western Addition and South of Market. They joined together as the Mission Council On Redevelopment (MCOR), and after heavy political fighting and neighborhood pressure managed to get Mission redevelopment defeated by just one vote in the Board of Supervisors.

The next stage was the federal Model Cities program; and in 1968 Alioto promised he would seek such funds for the Mission if a broadly-based community group asked him to. Mission locals, particularly the more right-wing private homeowners on the Noe Valley side of the Mission, suspected more redevelopment plans here, and the resulting community organization, Mission Coalition Organization (MCO) was set up with the mandate that while administering all neighborhood programs it also watch over Model Cities to keep it from mass razing of the district.

MCO began, and continues, as an extremely broadly based coalition. Its present membership includes more than 200 smaller groups, encompassing business, labor, the elderly, youth, churches, landlords, tenants, welfare recipients, and ethnic, social and fraternal groups.

Mayor Alioto has, from the beginning, held a strong influence over MCO, a fact which helps explain the group's relative ineffectiveness in fighting big development battles such as BART. One of the first two big financial commitments to MCO came from Local 261 of the Laborers Union (AFL-CIO), based in the Mission, which was also an active Alioto source of strength in his 1967 campaign.

The Alioto connection had a crippling impact on community hopes that future redevelopment plans would be controlled through MCO, and thus by the community. Alioto, in City Hall, insisted upon (and got) more control over Mission Model Cities than was handed to mayors in many other cities around the country.

The negotiations went this way: First, MCO proposed a 21 member Board of Directors governing the community group, with 15 to be elected by MCO members and 6 appointed by the mayor. The city countered with the proposal that MCO present a large list of potential Board members. The mayor would choose 15 from the list and appoint 6 more of his own. The final "compromise," if it can be called that, provided for MCO to present a list of 30 or so names, the mayor choosing 14 and appointing 7 more of his own. The crucial problem with this plan, of course, is that it gives the mayor tremendous power to eliminate people who might oppose the city's views, and virtually guarantees that the Board will be relatively friendly.

Given this final apportionment of control, and given the very diverse nature of MCO membership itself, the ultimate function of the group has been largely that of a lobbying group, successful in skirmishes involving individual cases, less successful in broader social battles. MCO sees its role as fighting "for the interests of the 'little man' in the Mission," says an MCO-published history of the group. It does that fighting through a series of single issue committees, on Housing, Employment, Education, Recreation, Consumer, Police, etc., each committee functioning as a pressure group.

bargaining and pressure tactics trying to convince the city's institutions of power to open more widely their doors.

This strategy has dominated MCO, but has led to sniping from two philosophies more to the left. The first, characterized by El Centro de Cambio (a Mission drug center), would prefer to set up alternative institutions with MCO's funds. This faction of MCO wants to handle the neighborhood's problems and try to meet its needs from within the neighborhood, instead of compromising and bargaining with the city – and becoming dependent upon the city's institutions. In addition, this faction of MCO wants to offer more to community people than a job, as, say, a secretary for Standard Oil.

More community-oriented still is the other left wing faction, of which La Raza is representative. This group works outside of MCO, generally wants nothing to do with city or federal funds, and looks upon grassroots community organizing as the necessary first step to social change.

"The Mission District has a lot going for it. It has magnificent weather and a magnificent spirit. The only thing it doesn't have going for it is this group of assholes."

—Mayor Alioto, 11/3/73

Photo by Peeter Vilms

These two philosophies haven't taken hold of more than a small minority of MCO groups and individuals, however, and the entire organization has carried on with its dominant approach – which is, simply put, to integrate Mission residents into a Manhattanizing San Francisco. Originally formed in the midst of hot anti-redevelopment sentiment, MCO has been sensitive and hostile to public re-development, but at the same time has been unable to do much against the kind of private redevelopment which will come with BART. The most it is able to do, in other words, is to humanize Manhattanization, not delay it, block it or modify it.

COMMUNITY NON-ORGANIZATION

A graphic illustration of MCO's weakness: While researching this story, the Guardian interviewed Gregory Montes, an urban planner working for Mission Model Cities, who talked at great length about planning-type ideas being discussed with MCO and Model Cities about the Mission's future development. And it wasn't until after three hours of interview that he began to speak to the question of BART-generated development – and then only when he was prodded.

The point, of course, is that the people who will promulgate that development have been thinking about it for quite awhile, at least as far back as that 1966 Urban Design Study which says that in the next 20 years (15, now . . .) the Mission will need 13,150 to 14,050 new dwelling units, 65% of them *to replace existing units.* That means large scale redevelopment. Also coming, says the study: 350-550 more hotel rooms, and 30-40 more eating and drinking places.

Meanwhile, the realtors can hardly wait. Ricardo Leal, of Castro Realty, beams that "with BART here, there's no question that in terms of investment, it will be greatly accelerated. The immediate area will go up in value . . .

"Outside interests have already come in. Value King has come in. Another nationwide chain, Radio Shack, just came in a month ago. All these businesses know there will be more shoppers coming in. This building on 23rd and Mission (pointing to photo of old Victorian with businesses and apartments) is going to be torn down in the beginning of the year. Pan American Federal is coming in. Also Transamerica Title Co. with a private club . . . the building will be a Bay View Towers type of thing . . .

"The Bank of America has expanded here because of the tremendous business and has taken over Merill's Liquor Store. On Mission between 21st and 22nd, they're contemplating tearing this building (another Victorian) down . . . " Who's behind the plans? "A group of doctors, just a syndicate. We're trying to liquidate these old firetraps and put in something nice, something modern . . .

With all these visions dancing around in the realtors' heads, what does Gregory Montes, the Model Cities/MCO planner say? "We do *not* want to be overwhelmed by skyscrapers. It may happen, but we *don't* like it. Already at 23rd and Mission, Hector Rueda, the Planning Commission member and member of Pan American Federal Savings, is building a 10 story high building."

BART'S 'LATINO GHIRARDELLI'

The fact of Rueda's involvement in Mission development gives an immediate clue to what the official height-limit status of the area is. Rueda, who is Treasurer of Pan Am Federal as well as serving as head of the Elevator Construction union, is rabidly pro-development and one of the people who favors a Ghirardelli Square style situation for the new Mission; he voted against down-zoning for the Inner Richmond in August because "We don't have any areas in SI that can allow development anymore because they are all being downzoned."

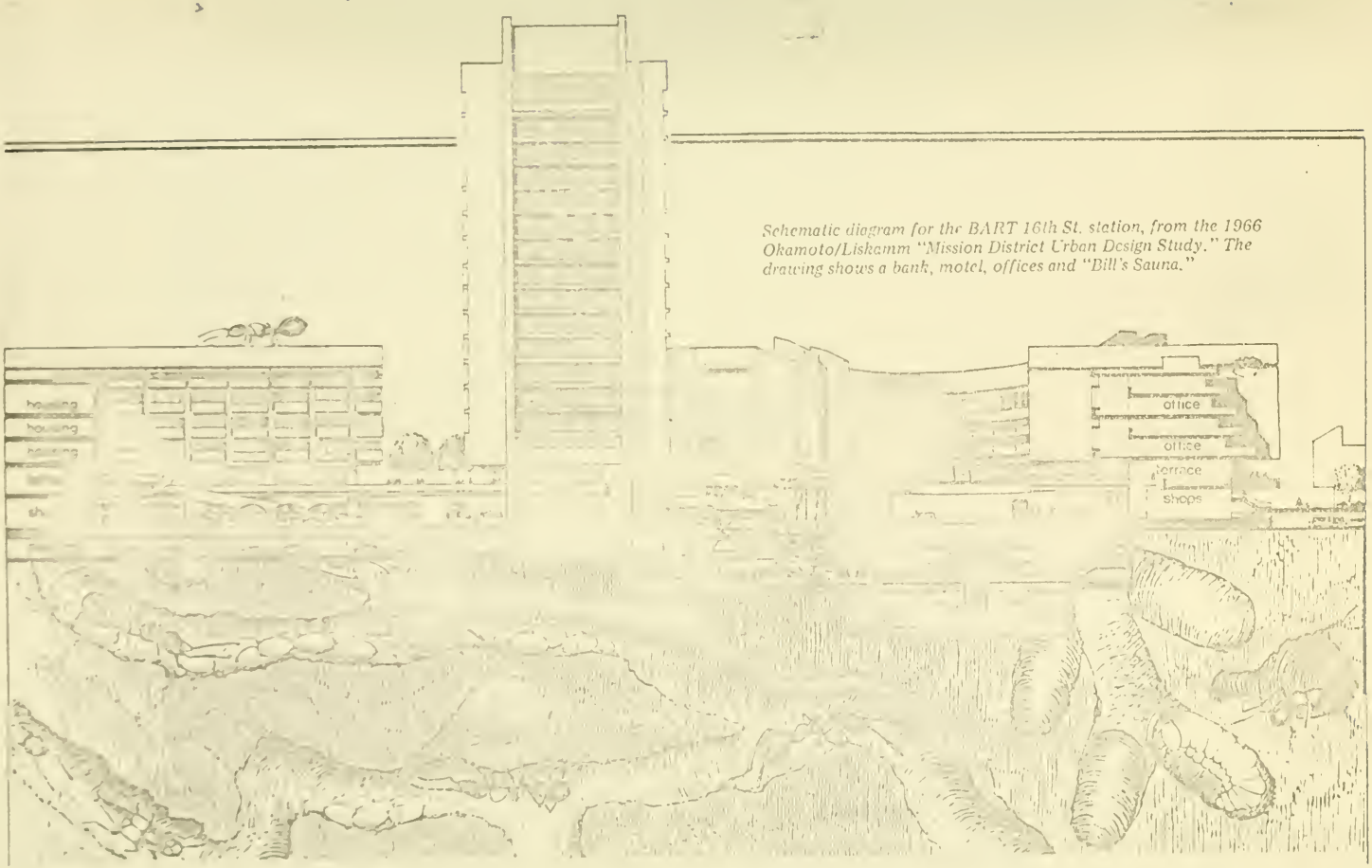
The Mission height limits now allow about 10 stories near the BART stations, tapering down slightly along Mission in between. But, points out Montes, "Rueda put in a clause that height and bulk limits will be reviewed every year. Everyone knows that he will want them wiped out, and so will Frank Hunt."

And that's the situation as it stands in the Mission, with little children waving to the BART parade from the windows of buildings which will be torn down to provide space for the BART-generated "Latino Ghirardelli."

The 1966 Urban Design Study, along with all its lovely sketches of fancy new BART stations, tosses some crumbs to the locals urging that "new residential and commercial development (should) be specifically oriented toward the needs of existing residents and merchants," and calling for an "improvement program" which "could provide parks, playgrounds, residential and commercial facilities . . . "

So far, we've heard plenty about new, high class, residential and commercial facilities, but almost nothing from the city about parks and playgrounds for the local residents, who right now have nothing in the way of recreation space except a couple of miniparks and lots of concrete streets and sidewalks.

MCO, meanwhile, sits by, lobbying for more jobs for minorities and negotiation with individual landlords, while BART planners draw the blueprints for a Manhattanized Mission. MCO urban planner Montes sums it up nicely: "Well, when big money is really involved, it's hard to defeat it. Mr. Hunt has lots of money."■



Schematic diagram for the BART 16th St. station, from the 1966 Okamoto/Liskamm "Mission District Urban Design Study." The drawing shows a bank, motel, offices and "Bill's Sauna."

Honoring the arrival of BART

at our front door

you and your associates

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Reception

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790 Market Street

Thursday, November 15, 1973

11:30 a.m. to 1:30 p.m.

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Alice Phelan Sullivan Corp.
San Francisco

Muni-BART transfers

San Francisco Progress ★ Fri., Nov. 16, 1973

By Carol Kroot

It could be eight months before San Franciscans enjoy a Muni-BART transfer discount.

The City's Public Utilities Commission (PUC) Tuesday approved an agreement with BART that will put the 25-cent discount into operation — but not until July 1, 1974.

Under the agreement, BART will pay Muni for half the losses resulting from the discount. The Metropolitan Transportation Commission will pick up the tab for the other half using gas tax revenues freed by the passage of the Mills Bill (SB 325).

Unfortunately, SB 325 funds won't be available until next July, and that accounts for the delay in the program.

However, Muni-BART Coordination Project Director Carl P. Cauthen told The Progress that the City is developing a system to fill in the gap until next summer. In that plan transfer tickets would have to be issued manually. A drawback is the high cost of the program — an estimated $200,000. The problem again is for BART's board of directors and the City's Board of Supervisors to come up with financing for the program.

Despite the fact that the transfer discount is not yet operative, the PUC has begun approving Muni route changes with an eye toward coordinating the City's system with BART.

After receiving generally favorable comments on proposed changes from City residents, the Commission last Tuesday approved Muni route changes connecting parts of Bayview, Visitacion Valley, Pacific Heights, Bernal Heights, Hunters Point, Potrero Hill and the Excelsior with BART stations.

If approved by the Board of Supervisors, the changes would merge the 25-Bryant and 80-Leavenworth lines into a single cross-town line running from the Cow Palace to Pacific Heights. BART's Powell St. Station would become a major transfer point for the combined run.

The 23-Crescent, serving parts of Bernal Heights, would end at BART's 24th and Mission Station and the 51-Silver, serving Bayview-Hunters Point and parts of the Excelsior, would terminate at BART's Glen Park Station.

Finally, Potrero Hill's 53-Southern Heights would go to BART's 16th and Mission stop.

These alterations are only the beginning, and Muni General Manager John M. Woods said his staff is eyeing changes on the 14, 26, 11 buses and on the K, L, and M streetcar lines.

It's clear already that BART is taking passengers off these runs, said Woods, but he cautioned against making adjustments too quickly, explaining that a true trend hasn't yet set in.

Within the next six weeks PUC staff will probably put more route change proposals before the Commission, said Cauthen.

He predicted that some runs would be taken off Mission and their cars and drivers used to beef up BART feeder service.

"We may eliminate some of the express buses," said Cauthen, but "we will (maintain) good strong local service."

The staff will recommend that other routes be extended and probably will call for creation of a completely new line running from Lowell High School down Ocean Ave. and through to Hunters Point, said Cauthen. This bus would connect its surrounding neighborhoods with the Balboa Park Station.

For recommendation in the distant future, Cauthen said, the staff is looking into extending the 24-Divisadero down Army and into Hunters Point. "This would be the first time we would have a major cross-town bus from Hunters Point to Divisadero," said Cauthen. But he added that the staff is also considering reducing the number of runs on the Fillmore line. Many of these buses run close to empty, he argued.

While route changes and extensions will be costly, Cauthen said that in the long run they'll result in a more efficient combined transit system. The aim "is to make existing resources work."

However, Cauthen said that unless long term outside funding for the discount transfer system is found, the Muni deficit will continue to grow.

And, he added, unless street car service is considerably improved, Muni will lose a lot more revenue to BART than had been expected.

BART
BAY AREA RAPID TRANSIT DISTRICT
800 Madison Street
Oakland, California 94607
Telephone 465-4100

September 17, 1973

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Mr. Bernard Averbuch
Executive Director
Market Street Development Project
870 Market Street
San Francisco, California 94102

Dear Bernie:

Once again the BART Board of Directors has decided to extend BART's weekday train service hours during the holiday season as a convenience to our patrons and store employees.

In keeping with last year's program, service will be extended from the normal 8:00 p.m. closing time to 10:00 p.m., commencing on Friday, November 23, the day after Thanksgiving. Such extended service will end on Monday, December 24, Christmas Eve.

Due to our intensified car acceptance and wayside testing programs, no service can be provided on weekends. To that point, no special weekend service will be provided to the Oakland Raiders, Oakland A's, the Oakland Symphony or the University of California.

We found our extended weekday service warmly accepted last year, and hope it will prove to be a boon to associations such as yours during the upcoming holiday period.

Yours truly,

B. R. Stokes
General Manager

BART's special holiday schedule.

21 Nov 1973

From the day after Thanksgiving through Christmas Eve trains will run every weeknight for an extra two hours. If you're in the gate at any station by 10 pm. you'll be able to catch the last train. Regular service resumes Tuesday, December 25.

BART

For BART Information call any of these toll-free numbers:
San Francisco/Daly City area . 788-B-A-R-T
Fremont/Union City area . . . 793-B-A-R-T
Hayward/San Leandro area . . 783-B-A-R-T
Oakland/Berkeley/Orinda area 465-B-A-R-T
Richmond/El Cerrito area . . . 236-B-A-R-T
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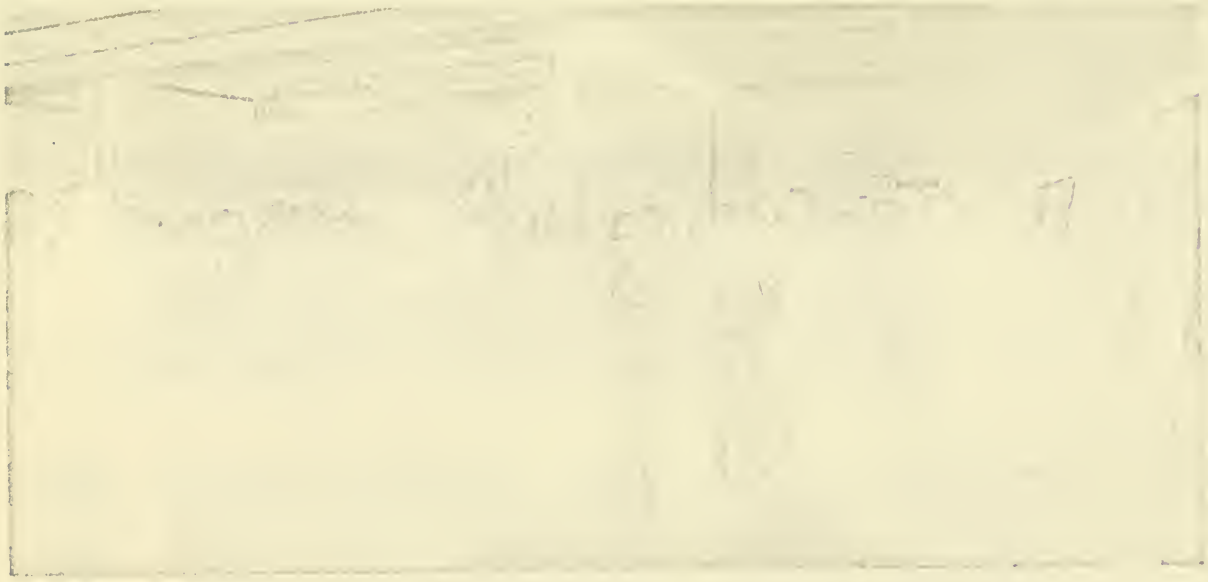
Livermore/Pleasanton area . . 462-B-A-R-T



Day-after-Thanksgiving brought shoppers pouring off BA RT trains at the Powell street station to head for the stores

The First Wave of Shoppers

Hordes of this year's first Christmas shoppers flooded San Francisco's downtown stores yesterday to begin the great, annual holiday gift hunt.

Crowds were lured by day - after - Thanksgiving sales and bolstered by workers and school children who got yesterday off.

Shops glittered with the

Army band tooted out "Jingle Bells" on a corner of Union Square.

On BART trains there was standing room only and the three biggest downtown garages were filled by noon.

"Traffic was very heavy in the shopping district, but it kept moving," said Captain Edward Cummins, the police department's traffic

last year, according to Cummins, who watched traffic creeping along crowded downtown ramps off the Bay Bridge and Highway 280.

But there were no monumental jam-ups and a shopper buying pantyhose said, "BART must have helped some."

The rapid transit system was mobbed on both sides of

yet" enthused BART supervisor George Moore.

There were a few pessimists in the crowded stores. A visitor from Long Beach moaned: "I never should have let myself get stuck in this mess."

Pauline Coleman, an Emporium saleswoman for 21 years, said "the crowds are smaller than they used to be. More people go to shop-

their stores were delightfully "packed", and there seemed to be plenty of shoppers rummaging through sweaters, greeting cards and wigs.

In the crisp air outside, the San Francisco Jaycees opened their annual sale of roasted chestnuts, a benefit to finance a Christmas dinner for senior citizens.

Booths are open from 11

Sad Tale of Rome's 'BART'

This World, Sunday, November 25, 1973

By Samuel Steinman

Rome

A DECADE AGO, the awesome task of building a subway under the center of Rome began and the Romans hoped and expected it would be rumbling under the Esedra Fountain, the Via Veneto and the Piazza di Spagna by the end of the 1960's at the latest, connecting with other existing lines. Now, in 1973, only six of the projected 22 stations have been completed and virtually nobody believes it will be ready even by 1976, as officials insist.

Actually, the plan called for a Rome network which would criss-cross the city like the Paris Metropolitan (the system was first named the "Metropolitana") but only one has been completed leading from Termini railroad station to an outlying southerly district. This area, apparently as much by luck as by foresight, has become one of the new Rome's most bustling sectors.

But the story of Metroma, as it is now known, is a sad one. In February of 1955, President Luigi Einaudi and other government chiefs revealed a plan for the grid of 75 miles of subways, a plan which Parliament later turned down after two years of debate. That "too-expensive" project would have cost considerably less than the one line currently abuilding. A more modest plan was accepted in 1959. Bids were advertised in 1960 and finally considered in 1963. Initial work began in 1964.

AT FIRST, the digging was done with open trenches to avoid the cost of the burrowing "moles," the modern system for underground construction. Assurances were given that the line would be completed within three years. But in a short time, the construction brought paralysis to an important artery, the Via Tuscolana, driving many retailers into bankruptcy and some to suicide. The residents of the entire quarter rose in rebellion against the municipal authorities.

Finally, in 1969, two American-built machines arrived and work began again. The Minister of Transport announced that lost time would be made up. But, unhappily the equipment brought new problems. Lesions began to appear in buildings along the busy Via Appia Nuova where the equipment was passing. More traffic was halted and more detours had to be made.

A busy roadway alongside the Villa Borghese, Rome's Central park, collapsed while the moles passed underneath and traffic once again was in a new snarl. For the latest stretch, part of the famed Via Veneto has been closed and traffic directions in important central streets reversed. Result: more confusion.

WHILE some areas are ready to go into service, contracts have not yet been let for others. Those who ask "Is this a way to build a subway?" are mindful of Italy's more efficient second city, Milan, where two longer lines have been constructed in about the same period.

Up to now, Metroma can even be considered fortunate in that it hasn't encountered any important forgotten buried monuments. But it may happen. And if it does, all work will halt while antiquarians of the Fine Arts arrive to supervise the digging, literally using teaspoons in order not to harm anything of historic significance. In such a case, the digging will have to follow a new plan. Completion announced for 1976 could well run on into 1986.

"Metroma" it is called but some wits have dubbed it the "Centimetropolitana," intimating that it moves by centimeters, one-third of an inch, at a time.

Peninsulans tell what's good, what's bad about BART

By James A. Finefrock

Besides its more obvious effects, BART develops healthy calf muscles, ups the daily caffeine intake, facilitates assignations, soothes frazzled nerves and is getting more Peninsula commuters to follow Ben Franklin's dictum of "Early to bed; early to rise."

It has also cost Peninsula rapid transiters more than a few parking tickets. For one commuting husband and wife, it has meant one more dent in the old door panel.

Those are a few of the collective human consequences of riding BART to and fro every day from Daly City as determined by a decidedly unscientific survey of BART commuters on a shivery cold BART platform.

In sum, the changes in lives and life style are minor, mostly they are pleasurable, and even if they're not, commuters are taking them in stride.

"BART saves me the hassle of driving," said Bob Robinson, an employe of Pacific Telephone, echoing the reaction of many others who've switched rather than fight . . . traffic.

Even if a $1 parking charge were levied, Robinson said he'd continue to take BART. "I'm hooked," he admitted.

Most BART commuters have adopted one of two alternate plans to beat the crunch in the parking lots surrounding the Daly City station.

Plan A is to arrive early, at or before 7 a.m., and get a place in one of the lots. Mary Jane Miles, a Southern Pacific stenographer, takes the 7:15 train, but doesn't start work until 8:30. She uses early arrival time to drink coffee and catch up on her reading, a plan of attack favored by many others.

Banker Bob Waldvogel of Daly City, Ore at work at 8, parks two blocks away from the BART station when he arrives at 7:20 and hoofs it the rest of the way. That is

Plan B: Arrive at a leisurely hour, park on the outskirts and walk.

Abundant parking on adjacent streets (legal, although complained about by residents of the area) is available within two or three blocks of the station all morning long.

The critical moment for getting a parking spot in one of the lots seems to be 7:15. Before then, you get one; after that, you don't.

Northgate Transit Co. offers bus service from several locations in northern San Mateo County to the BART station. It carries between 1500 and 2000 BART commuters a day.

A temporary free shuttle service from Westlake Shopping Center, which ferried about 300 people a day to the BART terminus between 10 a.m. and 4 p.m., has been discontinued. It was intended as a promotion for the shopping center.

Most BART commuters surveyed, however, roll into the station via private car. Few have formed car pools and fewer are dropped off by husbands or wives at the station.

They come mostly from Daly City, but a fair number come from South San Francisco, San Bruno and points farther down the Peninsula.

They have abandoned traditional means of transport including private cars, car pools, buses and the Southern Pacific.

They cite the convenience, speed and ease of BART as reasons for their switch — but there are problems, too.

Daly City Police ticket 40 to 50 cars a day in the BART station vicinity. David and Judy Benson — he an accountant, she a lab technician — report "an overexuberant BART parker dented our car."

Perhaps the most heart warming effect of BART was told by a diminutive brunette who confided the new rapid transit system allowed her to spend more time with her boyfriend.

Some of the human accommodations fostered by the skimpy parking situation may pass into history in the next few years. By 1976, Daly City hopes to complete a two deck garage over the existing main lot which will double parking capacity.

Meantime, the city and BART are searching for nearby vacant lots which can be used for overflow parking.

The solutions may end the morning BART hike and the extra cup of coffee before work, but they promise to have little detrimental effect on BART's romantic persuasion.

Even a gigantic shoehorn wouldn't squeeze you into this parking lot. One of the tricks is to get there long before others, but others think about that too, so then where are you?

No room at all? Parking lot full? Sorry? These may all be facts, but at least one motorcyclist thinks there's still a chance to snaggle his way in.

—Examiner photos by Teresa Zabala

A Big Buyer

49er-Packer Game Sold Out

Joe Betz, a San Francisco restaurateur, yesterday spent $799 for the 94 remaining tickets to Monday night's 49er-Green Bay Packer game at Candlestick.

Betz, who made the purchase 45 minutes before yesterday's 6 p.m. deadline, thus assured that the nationally televised game will be shown on local TV (Channels 7-11-13).

A Congressional bill, passed this season, provided that blackouts must be lifted for any game which is sold out 72 hours before the game.

Except for Betz, the game wouldn't have been shown, since only 31 tickets had been sold yesterday between 9 a.m. and 5:15.

Betz, who owns Hoffman's Grill and Heidi's cafeteria on Market [illegible] the Old Zurich restaurant on Post, said, "I will give the tickets away to youngsters under 18 who come to my restaurant. No, they don't have to buy a meal or spend any money."

He said he has two purposes, "I wanted to do this as a public service and of course I would like to provide tickets for the kids."

Turns out Betz is a dedicated 49er fan, in a day in which the ranks are dwindling because of a 3-7 record. "We're rebuilding our team," said Betz, "and we'll come back strong with our extra draft choices."

It is unlikely that Betz' generosity will hurt his restaurant business.

BART noise

This is to clarify what seems to be a misunderstanding in an article ("Now hear this: How BART adds to city's din," Nov. 6). The statement attributed to Jack Ross of my staff that city engineers have been studying noise conditions in the vicinity of the BART line in San Francisco is incorrect.

We could have done no studies since BART has only just started operations, and we will probably not be doing any since no existing city noise control law applies to BART trains.

We wish to emphasize that the noise data mentioned in the article are from a report by BART's own acoustical consultants which was submitted by the district's interest in noise conditions adjacent to the BART lines in the East Bay. We are not aware of any similar work being done in San Francisco.

Inquiries about noise emissions from BART trains should be directed to the Bay Area Rapid Transit District and not to this department.

ROBERT C. LEVY
City Engineer
San Francisco

BART's Score For the Week-- 37 Breakdowns

Thirty-seven BART trains failed to complete their daily runs last week—but only two of the breakdowns occurred on the San Francisco line.

In the East Bay, BART dispatched 18 trains each morning, and on an average day during the week seven trains had to be withdrawn from service because of mechanical or train control problems.

Four trains a day were operated between Daly City and Montgomery street.

Doors failed to open properly on the two San Francisco trains that were replaced.

Westlake Cancels Its 'BARTbus'

Westlake Shopping Center's free "BARTbus" shuttle will be discontinued after 4 p.m. today.

The bus began operating between the shopping center and BART's Daly City station on November 5, when service began on the transit system's San Francisco line.

A spokesman for the center said the merchants ran the bus as a "welcoming" gesture to BART and had not planned to keep it going for more than a couple of weeks. He said he did not know whether the bus had brought much additional business to Westlake.

BART's Neighborhood Impact

By Maitland Zane

For the connoisseur, San Francisco is a winecellar of vintage neighborhoods, and one of the least-tasted used to be Glen Park.

Until a month ago it was a drowsy village of working people and small shopkeepers tucked down there on the lee slope of Diamond Heights.

Traffic? Hardly any. Pedestrians? Very few.

No longer. Since BART trains began running to Daly City four weeks ago today, the people who live on Diamond and Chenery and Bosworth and Arlington streets have been bugged by commuters who arrive at dawn to park in front of their houses, in their driveways, on the sidewalk, anywhere.

"Everybody's crying," said Bill Melican, a saloonkeeper at 2616 Diamond whose business has dropped off 30 per cent.

"There's just no place for my customers to park. We don't know what to do. Write to the mayor? Send a petition to the supervisors? One thing we're gonna have to have is parking meters.

"It certainly can't stay this way."

William Lovett, who operates the Classy Cleaners three blocks away at the corner of Bosworth and Brompton, said that before BART "there used to be only one or two cars parked to a block. Now it's bumper to bumper."

"We've had to have cars towed out of our driveway twice," said Alfred J. Musumeci, a longshoreman who lives a hundred yards from the BART station, at 616 Arlington.

"One day I left the garage door open and somebody came in and stole the car wheels and tires."

He and his wife, Tootsie, have ambivalent feelings about BART's $1.6 billion electric trains.

On the one hand they hate the new congestion and parking problems and are worried about homes being condemned to make way for parking lots. On the other hand they really like the comfort and convenience the new trains offer.

"For me it's ideal," said Mrs. Musumeic, who's now only a half hour away from her job as a keypunch operator at the Federal Reserve Bank in the Financial District.

The BART station at Daly City adjoins a lot where there are 785 parking spots and the lot is filled by 7 a.m. most days. Commuters have been parking all over the nearby streets, causing anguished cries from residents. BART plans to try to solve this by building a two-story garage there.

But Glen Park doesn't have a single extra parking space, much less a lot.

"We've searched," a BART official said, "but there's just no land available."

Squatters however have appropriated two vacant lots near the Glen Park station, a small muddy one in Kern alley off Diamond, and a large muddy one adjoining a BART ventilation facility at Arlington and Bosworth that's big enough for 50 cars.

Two drivers who had parked there last week were Diane Cresci, a Serramonte High School teacher who was going downtown to Christmas shop and Fred Tilker, who lives on Twin Peaks and had some business errands downtown.

"The whole neighborhood looks different now," said Miss Cresci, who lives only a few blacks away.

Realtor Bernie Kelly said rental units are scarce in Glen Park and "very little is available in terms of homes for sale. Since BART opened I've had at least 200 people come in looking for places. I wouldn't be surprised if prices go sky high."

He would like to see underground parking, a higher height limit for buildings, perhaps a shopping center.

"We don't really have a lifestyle here," he said. "There's not a doctor or a dentist in the neighborhood, and people do most of their shopping over on Ocean avenue."

Glen Park station is currently, being used daily by about 2300 BART riders.

It's the next-to-last stop in San Francisco. The last San Francisco station is Balboa Park, a mile to the southwest, and a BART spokesman said between 2500 and 2800 commuters use it daily.

Balboa Park doesn't have the feel of an urban village that Glen Park does, but residents have the same gripes.

It's noisy around Balboa Park station, what with the roar of the traffic on Interstate 280, the Southern Freeway.

It's also an ugly part of town, with the Railway's ramshackle Elkton repair shops and huge carbarns for buses and streetcars on Geneva and Ocean avenues, and at Geneva and San Jose avenues.

City College is about a half mile up the hill, and many students there ride the trains.

"I've used BART since the day it opened," said Jeff Putnam, 30, a red-bearded music student who was toting a trombone.

"I used to ride the K streetcar and it was ridiculous — it took me an hour to get here from Powell and Market. Now I can do it in half that. There's no reason I can see why BART shouldn't be extended to San Jose. Automobile traffic, after all, is what's the main cause of air pollution."

Some 286 Muni mechanics and drivers work nearby, and many of them patronize Varni's, a lunchroom with pinball machines at the corner of Geneva and San Jose, which opens at 4 a.m.

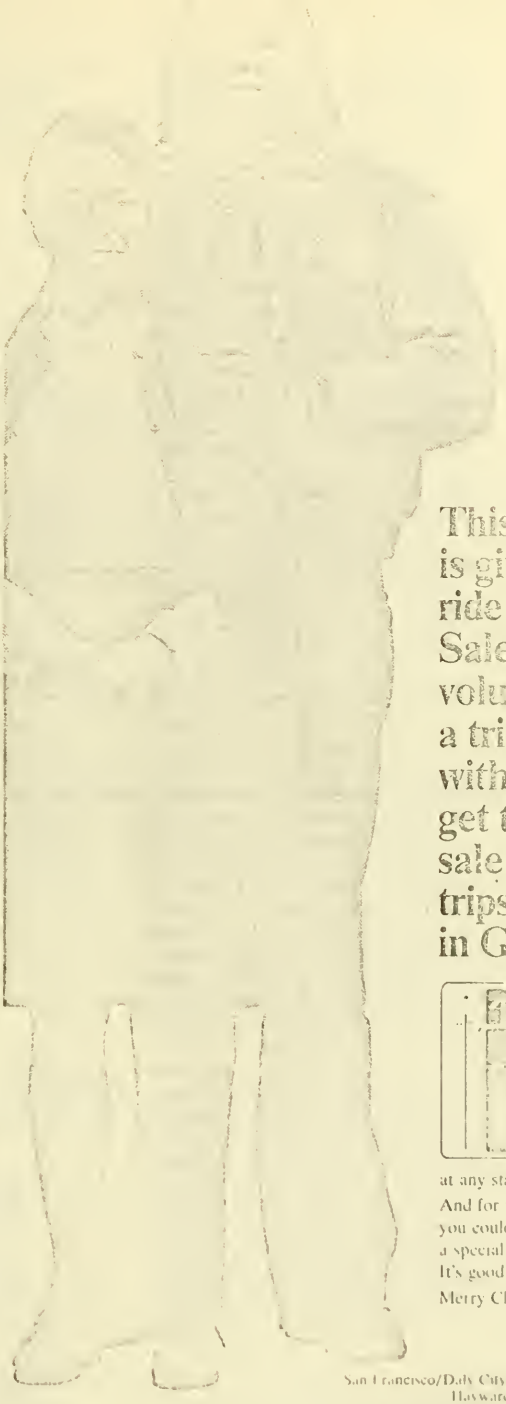
"We've been busier since BART opened," said the owner, Harriet Varni.

"Last Friday the change machine at the BART station broke. People were driving me crazy, coming in asking for change."

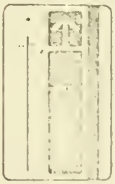
"This was always a congested area," said her husband, Gene, a retired San Francisco cop. "And BART has just made it worse.

"We have commuters parking in our driveways, and there's a lot of talk about house prices going up. We know people who have been besieged by realtors wanting to buy property near the station."

3 Dec 1973



This Christmas Bobby Farrell is giving his mother a free ride to the January White Sales and her Wednesday volunteer work at the Library, a trip to the Cable Car Mall with the twins, an easy way to get to her Bridge Club's bake sale in Daly City and 25 round-trips to her Cub Scout Pack in Glen Park.



They're all right here, hidden away in this $20 BART ticket.

Which means you can squeeze quite a few surprises into the toe of a Christmas stocking. And what's really nice about a BART ticket is that there are as many different ways to use it as there are people you can give it to.

You can buy these umpteen-ride BART tickets at any station. Or in $10 and $20 values at your bank.

And for the kids, a BART ticket is one of the best presents you could think of. If they're under 12, you can buy them a special red discount ticket at the booth.

It's good for $10 worth of rides. And it only costs $2.50.

Merry Christmas.

For BART information call any of these numbers.
San Francisco/Daly City area—788-BART • Fremont/Union City area—792-BART
Hayward/San Leandro area—783-BART • Oakland/Berkeley/Orinda area—465-BART • Richmond/El Cerrito area—236-BART • Lafayette/Concord area—933-BART • Livermore/Pleasanton area—462-BART
The center is open daily from 10 a.m. to 10 p.m. Bilingual Spanish and Chinese speaking operators on duty.

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BAY AREA RAPID TRANSIT DISTRICT • 800 MADISON ST., OAKLAND, CALIFORNIA 94607

he life and difficult times of the Bay Area Rapid Transit System are reported regularly on KQED's nightly "Newsroom." Here is our man Oscar London's view from another part of the track. —Ed.

You Can Be Sure If It's BART

by Oscar London

I hope they send BART back to Westinghouse before the factory warranty expires. I once owned a Westinghouse toaster whose design, come to think of it, bore an uncanny resemblance to a BART car. The toaster, in fact, behaved like a BART car. Like some exit doors on BART, the toaster suffered from what is known as premature ejection. I would insert two slices of fresh Wonder bread into my toaster and before I could sing, "Yo-ho, Yo-ho, Yo-ho!," up would pop two slices of fresh Wonder bread.

Sent the toaster, with bread enclosed, back to Westinghouse and inside of three weeks I received two pieces of toast wrapped in a deeply moving letter of apology. The more I think of it, the surer I am that the engineers in the toaster division of Westinghouse designed the doors on BART. As taxpayers, we should demand that Westinghouse give us back our bread – lots of it, preferably untoasted.

Among the problems on BART is an annoying tendency for the lights inside a car to go out as soon as the door is closed. And go on only when the door opens. The refrigerator division of Westinghouse is clearly responsible for this lighting aberration. In my opinion, the matter should be turned over to the oven division.

The Westinghouse oven, as you may know, features a little light that can be turned on when the oven door is *closed*. In this way, you can peek in and actually watch your soufflé in the process of falling. For those who hate being left in the dark about whether their soufflés are falling, you can be sure if it's Westinghouse. (I hasten to point out that I have had soufflés fall in every make of oven and I firmly believe the fault lies in the inferior quality of the modern, mass-produced egg.)

The maiden voyage of BART through the Bay tube was happily uneventful. Every one of the charter passengers emerged smiling, jaunty and white-haired, even passengers in their teens. As the builder of nuclear submarines, Westinghouse, one would assume, does not lack for expertise in underwater transportation. Travelling at 70 m.p.h., 200 feet below the surface of the Bay, the BART passengers grew alarmed at seeing the engineer operate a large control panel some of whose dials were clearly labelled, "Soak," "Wash," "Rinse," "Damp-Dry." Being taken to the cleaners by BART is one thing, but through a washing machine is quite another. Back to the drawing boards at Westinghouse, I say!

BART's automated ticket system is another triumph of the electronic age. The first thing you do is step up to the Automatic Change Maker with trepidation and a one-dollar bill. Making sure George Washington is facing up to the task at hand, you carefully insert the bill into a narrow slot. Instantly, an electric shredder inside the Change Maker spews out a shower of green confetti into your face. This is the signal for a uniformed attendant wearing an old-fashioned coin changer on his belt to hand you three quarters, two dimes and five pennies.

Before purchasing the ticket, you must consult a diagram of BART's routes from Concord to Fremont, with all stops between. This diagram is labelled in three languages, *all* of which lose something in translation. Let us say you are in Concord and wish to disembark at the North Berkeley station. A half-hour perusal of the diagram will indicate that your ticket for this journey will cost 87¢. As soon as you've dropped your coins into the appropriate slots, out pops a white plastic card slightly burnt about the edges.

You walk with this card one hundred yards to the nearest Electronic Turnstile and insert the card into yet another slot. Up pops an irate station attendant who berates you for inserting the card upside down. Manually opening a metal gate, he admits you to the Station Platform with its exciting view of the Third Rail (brought to you by the makers of the Westinghouse electric frying pan).

Eventually a distant light and a palpable shudder of the ground inform you that your train is approaching. Sleek, silver, shiny, your train pulls into the station at 70 m.p.h. and flashes by, all doors open, the imploring faces of frantic passengers staring wide-eyed through the tinted windows. With a cry of "Heigh-ho *Silver, away!*," emanating from a pair of Westinghouse stereophonic speakers lashed to its back, the train disappears from view.

You turn to a waiting customer on the platform and ask,

"Is that the 9:06 to North Berkeley that just went by?"

"Yep. Right on time."

"But it didn't stop!"

"Look, sonny, if it stopped for every Tom, Dick and Harry, it wouldn't be rapid transit, would it?"

The fail-safe system on BART involves a scanning TV camera mounted every 200 yards along the track. Any obstruction on the track ahead is instantly visible on a TV monitor screen in the first car. On the second day of BART's operation, a startling image suddenly flashed on the screen in Train # 27 racing along south of El Cerrito. Taking one look, the engineer picked up a red telephone and exclaimed to Mission Control: "Either we're getting 'Dating Game' or there's three broads sitting on high wooden stools on the track up ahead."

A long pause was punctuated by an amplified voice, announcing, "Confirm 'Dating Game'. TV repairman notified. Full speed ahead."

"Are you sure?" asked the engineer.

If you ask me, Westinghouse should stick to making kitchen appliances and TV sets—and leave the driving to us.

$775 million tag on BART to Peninsula

By William Flynn 4 Dec 1973

Extension of the Bay Area Rapid Transit system to San Mateo County would cost at least $775 million, San Mateo County Transit Development Project planners will report Thursday.

Other factors involved in extension of BART from its present Daly City terminus to Menlo Park and the Santa Clara County line are:

- Time — completion of the rail system would be at least 10 years away.
- Elections — two elections would have to be held to win citizen approval of the plan which would be financed with taxes — federal, state, and local.

These factors will be discussed in detail at a meeting of Transit Development Project members and individuals at the San Mateo City Hall at 7:30 p.m. Thursday.

The cost estimate includes an allowance of $246 million for inflation during the next 10 years.

The planners indicated that they believed financial arrangements and voter approval of the extension through the population centers of San Mateo County should be obtained before any design work is complete and construction started.

Discussing these factors, the report will emphasize:

"Financing and voter approval preliminary to implementation of rail rapid transit in San Mateo County can be expected to require a minimum of two years effort.

"A generally acceptable financing and implementation package is expected to be a prerequisite to achievement of voter approval for the implementation of the rapid transit system."

The first election would be held either in June or November of 1974; the second in November of 1975.

The first election would concern the establishment of a county transit district. It would consider current plans for establishment of a bus system. It also would have authority to establish relations with BART and Santa Clara County.

The planners added:

"It is expected that formal agreements with BART and Santa Clara County will be required to ensure the financing and public acceptance of the project."

With inflation a major cost item, the planners said development of a schedule for completion is based "on an assumption that the BART extension from Daly City through Menlo Park could be constructed as one project.

Major cost items of the BART extension are:

Inflation allowance, $245,847,000; right-of-way, $39,709,000; line construction, $199,675,000; for stations, $43,299,000; San Francisco International Airport Station, $14,323,000; parking facilities, $11,903,000; rolling stock, $40,000,000; engineering and construction management, $40,901,00; contingency allowance, $57,02,000.

Funding of the cost would be accomplished with federal, state, regional and local funds, the report said. Just who would contribute what to the total requires further study, the report stated.

Tripping at BART's Expense

By Michael Harris

BART directors often fly air coach in real life — but in the glamorous and sometimes fictional world of the jet-age expense account, it's first class all the way.

When a director goes to a convention in Toronto, for example, he receives a $407.35 check from BART in advance of the meeting so he can buy a first-class round trip ticket.

Then if he chooses to do so, he buys a coach ticket for $317.92.

The practice was explained and defended by General Manager B. R. Stokes in a discussion of the $157,568 in expenses recorded by BART's management and directors during the 12 months ending last June 30.

"It's a custom and practice we followed as far back as I can recall," said Stokes, who came to BART more than 15 years ago as the rapid transit district's first employee.

"First of all, we got into the American Management Association's procedures and rules and found that top staff and directors are entitled to first-class air fare.

"If a director chooses to fly tourist and take his wife with him, he's entitled to do so."

The director can then, Stokes explained, use the money that was saved by going coach to help pay for his wife's ticket.

The arrangement is nowhere described in BART's expense account regulations and, in fact, is possible only if a director is willing to file and sign an expense account saying he bought a first-class ticket.

Thomas F. Hayes, one of four San Francisco directors on the BART board, took four trips in less than a year.

The two extra stops gave Hayes an opportunity to study rapid transit in New York and Washington and to ride the highspeed Metroliner between the two cities.

BART reimbursed Hayes for his (but not his family's) hotel expenses in New York and Washington and provided him with $20 a day for meals.

Hayes charged BART $10 for the cab fare between his hotel in New York and the railroad station, a distance of two miles. The reason it cost so much, Hayes said in an interview, was that he first took a taxi to Grand Central, the only New York railroad station he had ever heard of.

Then he had to take another cab to Pennsylvania Station, where the Metroliner began its trip.

He claimed $40 for fare on the Metroliner. Most passengers ride coach for $19, but Hayes said he and his family rode first class in parlor car seats. First-class fare, including the price of a seat, is $30.90.

The problem on the Metroliner, Hayes said, was the incessant need to tip the porters. First he tipped a porter who put his baggage near the door as the train neared Washington. When he got off the train, another porter gave him his luggage.

Hayes was reimbursed $5 for cab fare between Union Station and his hotel in Washington. The posted zone fare between the two points is 85 cents for one passenger. Hayes said he didn't realize payment was on an individual basis, and when the driver asked for about $4 he gave him that amount plus a $1 tip.

There were other journeys on behalf of BART. Hayes bought excursion tickets to Mexico City costing $217 each for himself and his wife. He charged BART $343 for a first-class trip.

Hayes flew air coach to Seattle and back, a trip that costs $116. He charged BART the first-class passage of $150.

The remaining trip Hayes took as a BART representative was to San Diego. No first-class air service is available to San Diego from the Bay Area. Instead of sending Hayes a check so he could buy his own passage, BART simply gave him the tickets.

Hayes said he had merely followed standard practice and had had nothing to do with forming the policy.

"I just went along," he said.

DeWitt C. Wilson, an Alameda county director, was introduced to the practice several months after he joined the BART board. He also flew coach to Toronto after receiving a check for first-class fare.

Wilson, who had previously filed extremely modest expense accounts, said he attempted to make up the difference by undercharging BART in other parts of his

expense account

Wilson flew to Montreal and Boston to study their subway systems following the Toronto meeting. He charged BART for his Montreal hotel expenses and meals, but he made no claims for reimbursement for the money spent in Boston.

The expenses received by the directors are in addition to their regular compensation — $3000 a year if they attend five meetings a month (most attend more) and, for those who want it, $636 worth of free health and dental insurance for themselves and their families

The president of the Bay Area Rapid Transit District receives an additional $5000 a year, and the vice president gets an extra $3000.

Some charge meals to BART. Vice President Nello J. Bianco filed $342 in claims on the charge accounts of two members of BART's management during the 12 months ending June 30.

Bianco said he spent the money on official duties like taking an official Contra Costa county delegation to opening-day ceremonies. He claimed he had obtained letters from BART management prior to spending the money.

Director Richard O. Clark of Albany and former director Joseph Silva of Brentwood regularly charged BART for their own lunches following meetings. The files revealed that the claims of Clark, a critic of the BART management, were challenged; those of Silva, a supporter of the management, were not.

Finally the expense accounts reveal a mystery.

The records of Assistant General Manager L. A. Kimball show that he was repaid $38 for taking Clark and two other directors to lunch on July 24, 1972

On the same day, Clark got $4.10 for taking himself to lunch.

Since neither Kimball nor Clark provided any receipts for that day, the question of who made the error in reporting may never be settled.

Another delay on Muni subway

SF Examiner
25 NOV 1973

By H.W. Kusserow
Urban Affairs Writer

Those new super street cars The City ordered for $319,000 each won't carry passengers in the new Market Street subway until late in 1976, more than a year later than planned.

The 80 streetcars, it appears now, will be delivered on time—by late 1975—but construction of the stations has in some cases fallen as much as three years behind schedule.

BART is the designer of the stations and is supervising their construction, but BART officials blame the delays on The City.

The basic reason given by BART is that The City made its decision to upgrade the streetcar service with new cars "very late in the development of the BART system."

This was compounded by long arguments between BART and city officials over whether to substitute buses for streetcars while the work was in progress, and the final decision to reroute the streetcars from the Twin Peaks tunnel off Market Street.

A further delay was incurred when The City rejected the bids for the newly designed streetcars as too high and then redesigned them at a loss of about a year.

Finally, last February, after joining with the city of Boston, which also wanted new cars, bids were taken again and the contract awarded to Boeing Vertol of Philadelphia.

Station design and location decisions were also late in being given to BART.

Longest delay is being incurred by the West Portal station. According to BART's August, 1970, schedule, it was supposed to be completed last July.

Now, according to BART's W.R. McCutchen, "It's scheduled for completion in December, 1976, assuming we can award the contract by next June."

Streetcars will be able to run through the unfinished station, however, he said.

On outer Market, only the Van Ness station is complete.

The Church and Castro stations won't be finished until May and August, 1975, respectively. Until they're finished, The City can't start installing electrification, the signal system and communications — projects that will take at least eight months.

This gives some hope, said Rino Bei, manager of the Muni's transit improvement program, that "J" and "N" lines will be able to operate in the subway from the Embarcadero station to the Duboce portal by summer of 1976.

But the other lines—the "K," "L" "M" — won't be able to use the subway and run through the Twin Peaks Tunnel until "at least December, 1976, if we stay on schedule," Bei said.

"Early 1975" was the full operation schedule in the fall of 1970.

Delays have also raised the cost. In some instances, inflation increases, estimated at 6 percent per year, have boosted the cost of stations and tunneling by as much as 18 percent.

The outer Market tunnels and stations, exclusive of signalization, electrification, communications, rails and fare equipment, will cost some $52 million.

Extra costs were also incurred when The City insisted on mezzanine floors in the Church and Castro stations and two additional entrances to the Van Ness station, McCutchen said.

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5 Nov 1973

How About Overall Travel Time, on the Street and in the Subway?

Two examples:

L LINE from the Zoo	*Today*	*Via Subway*
to Transbay Terminal	52 min.	
to Embarcadero Station	34 min.	

N LINE from the beach		
to Transbay Terminal	50 min.	
to Embarcadero Station	35 min.	

How Much Will the Fare Be on the Muni Metro?

Twenty-five cents, just as at present, with full transfer privileges to all connecting Muni surface lines.

THE NEW MUNI METRO

What is the Muni Metro?

The Muni Metro is not just streetcars under Market Street. It is rapid transit in subway—all the way from the Embarcadero to West Portal.

Is the Muni Metro Part of BART?

Although the Muni Metro, or the subway, is being built entirely out of BART funds, it is part of San Francisco's Municipal Railway. Although the two systems will complement each other, they are separate systems.

Where Will the Muni Metro Run?

Under the entire length of Market Street and through the Twin Peaks Tunnel. The Muni Metro is on the upper level track in the subway; BART is on the lower level.

How Many Subway Stations Will There Be?

Nine.

Where Are the Stations Located?

Embarcadero — Montgomery Street — Powell Street — Civic Center — Van Ness Avenue — Church Street — Castro Street — Forest Hill — West Portal.

Are the Muni Metro and BART in the Same Stations?

BART and the Muni Metro share the first four stations under downtown Market Street: Embarcadero, Montgomery, Powell and Civic Center.

Will the Present Streetcars Run in the Subway?

No. An entirely new fleet of 80 Metro cars is being built for Muni at the Boeing Vertol plant in Philadelphia. They will operate in the subway and on the surface.

Will the Present Streetcar Lines Continue When the Metro is in Operation?

Yes. All five lines will feed into the subway and run to the downtown terminal at Embarcadero Station. The N and J line cars will leave the Van Ness Station outbound and then surface at Duboce Avenue and Church Street via the Duboce ramp, in front of the U.S. Mint. J line cars will run south on Church Street; N line cars will proceed west through the Sunset Tunnel, just as at present.

The K, L and M line cars will make stops at all stations. From West Portal, the L line will run to the Zoo, the K line to the Balboa Park BART Station via Ocean Avenue, and the M line to the Balboa Park Station via an extension from its present terminal at Broad Street and Plymouth Avenue.

The Muni Metro is a subway/surface system. In the subway the Metro cars are rapid transit; on the surface they are street cars.

What Will Travel Time Be on the Muni Metro?

15 minutes from West Portal to the Embarcadero Station. 8 minutes from the Duboce Portal to the Embarcadero Station.

BART

THE TRANSITEERS

800 Madison Street
Oakland, California 94607
Telephone (415) 465-4100

April 23, 1973

Dear Sir:

The following is a price list for souvenir items sold on quantity basis only. The Souvenir Committee of the Transiteers has agreed that these are fair prices to be sold the public in a quantity over fifty.

TUBE COIN	$ .25
BART SOUVENIR DISH (GLASS)	$2.00
"BA" MUG TILE - ENGLISH STYLE	$1.25
BART TRAIN TIE BARS	$1.50
BART TRAIN TIE TACS	$1.50
BART TRAIN TIE PINS	$1.50
COMMEMORATIVE MEDALLIONS	$ .90

N. Wilson

N. Wilson
Chairman